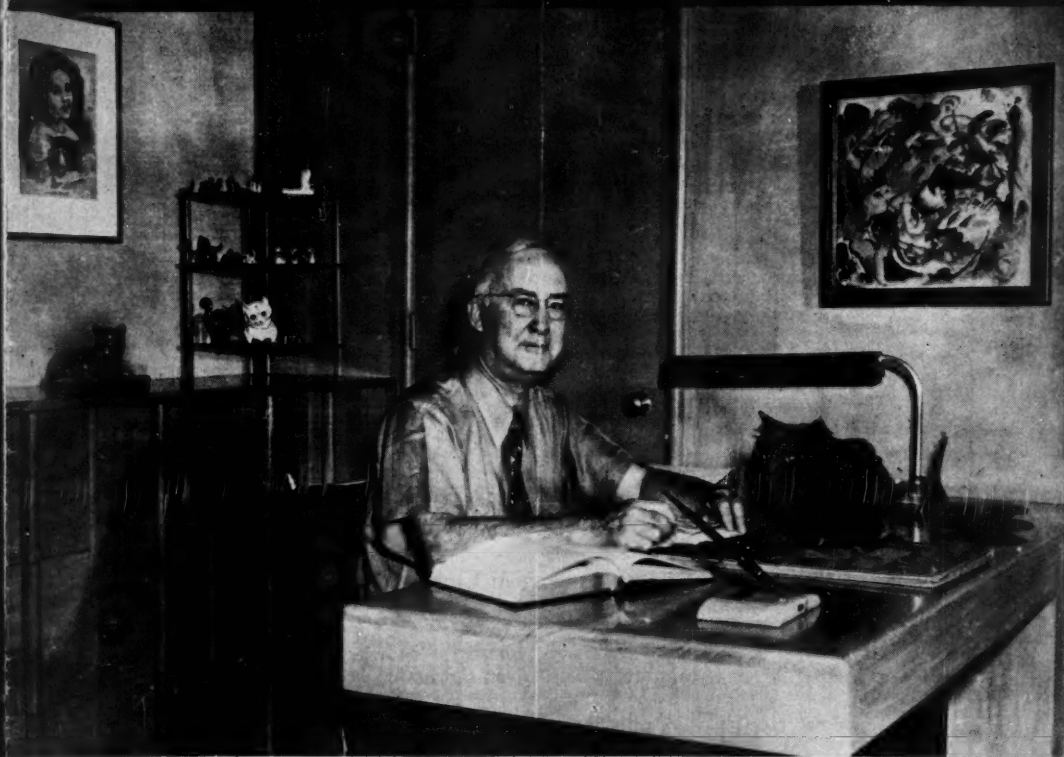


# AUTHOR & JOURNALIST



Nelson Antrim Crawford, New Editor of Author & Journalist

349 Paying Markets

I Write to Inspire

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# AUTHOR & JOURNALIST

VOLUME 36

NUMBER 10

NELSON ANTRIM CRAWFORD, Editor

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OCTOBER, 1951

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# I introduce a new editor

By ALAN SWALLOW

THERE is big news this month. *Author & Journalist* has a new editor! The group which has directed the magazine for the past 22 months has sold the magazine to Nelson Antrim Crawford, who now takes over as both editor and publisher.

I am glad that Mr. Crawford succeeds to the editorship—and that I have the privilege of introducing him to you. For something like 20 years he has represented to me the finest qualities of responsible editing.

The time that I first knew of Nelson Antrim Crawford is still vivid to me. Twenty years ago last summer, between two of my high school years, I had a job running a filling station in Gardiner, Mont., the north entrance to Yellowstone Park. The hours were long. I remember that I worked from six in the morning to eight at night for \$65 per month, plus room and board, and I was a proud, high-paid youngster! In the brief periods typical of tourist trade, I would sit on a box in front of the station and read dozens and dozens of the Little Blue Books published by the late E. Haldeman-Julius. Those five-cent books were truly a poor man's library!

Among the books I bought, 20 at a time for a dollar, were a number edited and prepared by Nelson Antrim Crawford. I remember that he did editions of the Romantic poets for the series, and a volume of contemporary poetry. These small volumes provided a background for the interest in literature and writing which I was then developing. It was the same summer that I first started to write verse myself. In the way one associates many events important in his own development, I link together that summer, the Haldeman-Julius Little Blue Books, and an editor, Nelson Antrim Crawford, in a special hierarchy of personal help to me.

Very shortly, I associated Mr. Crawford with the editorship of *Household*, indeed a "household" magazine in all the rural and small-town homes I knew. I watched his work there and found he edited one of the most interesting popular magazines ever published.

IN the mid-thirties, when I was a member of the debating squad at the University of Wyoming I was sent to a mock legislature held in the capitol at Topeka. One morning I got away from the sessions and called upon Mr. Crawford at the Capper offices. I found a most affable, human person, more than willing to talk with a beginning writer.

Now Mr. Crawford has resigned his editorship of *Household* and purchased what we think is the best of the writers' magazines, *A&J*. I can't think of a happier choice than to have this magazine and Mr. Crawford together.

Mr. Crawford combines, to my mind, those qualities which make the best editor for a writers' magazine. I have already mentioned my personal experience in finding him pleasant, affable, and

AUTHOR & JOURNALIST



human. He has a sincere and deep interest in the beginning writer as well as the professional writer. As editor of *Household*, he was found by hundreds to be a good editor for the professional author, but also especially receptive to new writers. I know that he counts as one of his stars—deservedly so—the fact the *Household* was the first magazine of mass circulation to publish Jesse Stuart. He also introduced a number of other young writers to a national audience.

With these qualities, Mr. Crawford combines sound literary taste with practical experience of long duration in the literary marketplace.

**P**ERHAPS most important of all, his personal experiences in the writing field have been exceptionally varied. I have felt that this was particularly advantageous for an editor of a writers' magazine since he, for the sake of his readers, needs *knowledge and experience* in almost every writing field, both as editor and as writer. And Mr. Crawford certainly has that knowledge and experience.

First of all, as an editor Mr. Crawford served as chief of *Household* for 22 years. Before that he was director of information for the Department of Agriculture, where he had charge of the radio and press services and also of the publications of that active department. He has done daily newspaper work and editing. He served as an associate editor of the famous "little" magazine, the *Midland*, as editor for a time of the *Kansas Churchman*, and as editorial writer for *Farm and Fireside*. He also did editorial work for the *Encyclopaedia Britannica* and contributed to it and other reference works.

Mr. Crawford has an active interest in education, having been at one time head of the Department of Journalism at Kansas State College, and being still a frequent lecturer before college audiences and writing groups.

As a writer, he has had experience of similar variety and distinction. He has contributed articles to many outstanding magazines, including the *Reader's Digest*, *Coronet*, the *American*, *Look*, and the *American Mercury* (especially in the *Mercury's* famous days under H. L. Mencken). He has also written for such journals as the *Psychoanalytic Review*.

His books are numerous and of many kinds. I have mentioned his many editorial jobs on Little Blue Books. He has published two novels, *A Man of Learning* and *Unhappy Wind*. His book of poems appeared under the title *The Carrying of the Ghost*. His non-fiction books include *We Liberals* and *The Ethics of Journalism*. Among the books he has edited, his favorite, he tells me, is *Cats: In Prose and Verse*.

His, truly, has been a distinguished career. This career is to be capped by his new job as editor and publisher of *Author & Journalist*. I know he will make it a better and better magazine.

Now, to the many thousands of personal friends—for so I have found them—I have made through *AbJ*, I wish to say good-bye. Good luck. Write much and sell much! I hope sincerely that I can be of service to you again.

To Nelson Antrim Crawford—good luck, also. I know it will be a pleasure and a profit to read my favorite writers' magazine.

OCTOBER, 1951

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## Come, gather round

By NELSON ANTRIM CRAWFORD

EDITING a trade journal for writers—or a trade journal for any other profession—is a new job for me, but I am already convinced that it is going to be the most enjoyable job I have ever done. As a writer, a teacher, and an editor, I have always been tremendously interested in writers' problems—and you don't need to tell me every writer has plenty of them.

I have no illusion that I personally am going to solve them, but I do believe that you, the earnest readers of *Author & Journalist*, and I, working together, can whip a lot of the bugbears.

And so I'd like to make this monthly department a forum for us to talk things over in a friendly and helpful way. Writers form a great fraternity—you might well call them a family. And here is a place for down-to-earth, heart-to-heart family discussion—argument, too, if it turns up. (Not many families are without arguments.) Do take your part in the family conclave.

I know that you feel thoroughly acquainted with Doctor Swallow and Mr. Critchlow, who have done such an outstanding job in making *Author & Journalist* invaluable every day to serious-minded writers. I hope you will get equally well acquainted with me, their successor, and will give me the same wonderful cooperation that you have given them. This isn't my magazine; it is *your* magazine, published to give you every help it can. What help do you need? What help can you give your fellow writers?

As for me—I'm going to try to remember the advice my Uncle Wilbur used to give to me—and also to his wife, his lawyer, his banker, his cat: "Don't be ignorant. Don't be ignorant." . . . Sometime I'll tell you more about Uncle Wilbur.

AMONG the pleasantest things about being a writer, I've found, are the by-products of the profession. You make new acquaintances, new friends. You develop interest in a variety of things. You find how your writings have helped folks.

The most heartening writing by-product that ever came to me followed an article, "The Little Professor of Piney Woods," for the *Reader's Digest* several years ago. I wrote it because I thought it was a good story and because I felt Dr. Laurence Jones, the "Little Professor," whom I had known since university days, deserved wider recognition than he had got. The by-product of the article, which practically knocked me for a loop, was the fact that it brought in \$125,000 in voluntary contributions to the school for underprivileged Negroes described in the article.

I know that many of you have found by-products of your writing as stimulating as the actual writing or publication. I wish you'd tell your fellow readers about them. What you say can appear with or without your name, as you prefer. The incidents needn't be anything spectacular—but helpful or stimulating to you or others in some way. Let's try through this column to inspire one another. Heaven knows there is none too much inspiration in these troubled days.

AUTHOR & JOURNALIST

**N**OTHING, I am convinced, profits a writer more than accuracy. I have said in a lot of talks that a good editor hates inaccuracy as much as a parson hates sin.

And, speaking of parsons, the number of inaccurate quotations from the Bible that appear in submitted manuscripts is astounding. Yet here is a place where inaccuracy is pretty sure to get caught up with. A surprising number of editors know the Scriptures as thoroughly as they know their magazine stylebooks. Every writer needs a Bible and a concordance to go with it.

Incidentally, better use the King James version if you are writing for a mass audience. Avoid the revised versions—they may be more accurate but they repel too many people. If you're writing specifically for Roman Catholics, you'll use the Douay version, of course.

Perhaps that is a digression, of sorts. Anyway, "Accuracy Always" is a motto that hangs in many newspaper city rooms where it isn't always followed. It is even more important in magazine work, which has greater permanence and of which more precision is expected.

Names, places—nobody will excuse us for getting them wrong. Nor for inaccurate dialect or a score of other things. Most inaccuracies don't get by editors—some do, as the "letters to the editor" columns in magazines bear witness.

There isn't anything too minor to miss the eagle eye of some reader. I remember publishing some years ago a story set in Ecuador in which *berriazas* was used as the word for parsnips. As soon as air mail could reach me, I had a letter from a gentleman in Ecuador who informed me very politely that the word was never used in his country. It belongs in Guatemala, it seems. In Ecuador, in case anyone wants to know, parsnips are *pastinacas*.

When a Spanish-speaking lawyer friend of mine told me there are 23 words for "green peas" used in various Latin-American countries, I determined I'd keep peas out of any story I might write or publish about these countries. The characters would just have to eat beans—which most of the natives prefer anyhow.

**I**LLUSTRATORS really sin more than writers against accuracy. Some of them apparently never read the stories they illustrate, or they wouldn't picture a gal in a green blouse when the author de-  
tude a gal in a green blouse when the author describes her as wearing a yellow tea gown. I recall an illustration I once published of a man releasing a pigeon for flying. (The story was really about pigeons—not larks or penguins, as my remark about illustrators might lead you to surmise.) Half a dozen pigeon fanciers wrote in to point out that no pigeon expert would hold his hand and wrist the way the character did in the picture.

Of course, these things are not too important to most of us. But there is always someone—often a lot of someones—to whom such matters mean much. They lose faith in a magazine that deals inaccurately with their profession or hobby.

Unluckily for the inaccurate writer, it doesn't take many sad experiences for the editor to lose faith in him.

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# Do You Need Talent?

From the noted editor of a magazine chain comes encouragement for those who are merely bright—and those who are more than bright

By ROBERT O. ERISMAN

**Y**OU are a bright person. You made the honor roll in high school, you were maybe *cum laude*, or better, in college.

So naturally you want to be a writer.

Have you any talent, though? you suddenly wonder.

What you should wonder is, Do you *need* any talent?

For the fact is you can write and sell without a smidgen of talent.

No, I don't mean comic scripts. Nor just pulps. Nor even only slicks. You can produce best-seller novels. You can write Serious Literature. You can become World Famous.

All you need is to be bright enough to analyze what are the superficial elements of fiction, and you can produce salable material. And if you think up a Timely or Serious or Controversial theme for your story, you can write Literature.

For Ideas have become the thing in fiction. Sensational Ideas. Topical Ideas.

You get a Sensational Idea for a novel and you won't need to inform the writing with any talent to win a contract.

You get a Timely Idea for a slick story, and editors will give the script very serious attention, and whether you possess talent will have little bearing on their final decision. (Like the recent case of a top slick magazine accepting a story whose "theme" was a new kind of building material that was being given nationwide advertising, and having its editors rewrite practically the whole manuscript into publishable shape.)

You get a Clever Idea for a pulp story, give it minimum professional presentation, and you can forget talent; you'll very likely sell the story.

So you don't need to have talent to be a fiction writer—you simply have to be bright. Bright enough to detect what very simple plot patterns are quite sufficient in all the kinds of fiction. Bright enough to note how much and in what way you need to describe characters and setting, what constitutes adequate dialogue, the kind and quantity of action suitable. And of course, most important, bright enough to figure what, in the particular field you're studying, comprises a Sensational Idea.

Bright enough, finally, to detect that most successful fiction nowadays is not fiction but fictionized fact, ideas presented in fictional form by capable hacks, ideas acted out and talked out by one-dimensional stereotyped characters.

Oh, editors are still delighted if the author throws in some talent too. That's all to the good. But it's like the politician who actually is an honest, educated, high-type man. The party loves that, that's just great—if the gent is first of all a successful politician.

What has brought this about? Why has talent become unnecessary? It's probably tied up with the disappearance of most handicrafts. Of integrity in work, of personal, loving production of art. This is the day of the reasonable facsimile—of machine-made "antique" furniture, of factory-produced "homemade" baked goods, of "prescription-like ingredients." Evidently fiction that looks like fiction is good enough too.

There seems to be no time any more for art, its creation or appreciation. The pace of the world becomes faster every day, more jazzed-up and dazzling, more condensed, which is no soil for art to flourish in. You must score quickly and strikingly these days or the world will pass you by. There's no point in working over something to last a thousand years when it will be hopelessly out of date in a few weeks.

Then there's the financial factor. Printing costs have risen to the point where book publishers have to confine their lists tighter and tighter to items they *know* will pay their way. By their own admission, there is little place for art in this. Little literary magazines, once the haven of the artist when all other doors were shut to him, have become prohibitively expensive, so that there are fewer and fewer of them.

**B**UT you are not just a Bright Person, you insist. You happen to be very serious about writing, you happen to feel that you have talent, and irrespective of all this discouraging evidence, you feel this wonderful art thing boiling in you and, by heaven, you are going to give it to the world.

You point to instances right today of sheer talent succeeding. For example, J. D. Salinger's first novel, *The Catcher in the Rye*, which was a Book-of-the-Month Club selection, and at latest reports was near the top of the best-seller lists. Henry Green, with his novel *Loving*, which hit and stuck longer than most on the best-seller lists. Here, you point out, is prose rich in poetic image; brilliant characterization, dialogue that makes you laugh, it is so good. Here are delicate humor, and human warmth, and profound and symbolic and satiric and significant overtones. Here is the art of fiction [Continued on Page 29]



# I Write to Inspire

The fascinating story of a New England clergyman whose love for folks makes him welcome in scores of magazines

By PHILIP JEROME CLEVELAND

EIGHT years ago I accepted a call to a dwindling, rundown old parish, the Westminster Hill Church, town of Canterbury, Conn. Five persons attended services. The salary was \$5 a week. Immigrant farmers had filled the community, but they didn't even help fill my church. Here was an opportunity, I felt, to find out if the United Nations principle really would work on our rural acres.

I found Finns, Germans, Russians, Italians, Lithuanians, Estonians, buying up all available land. They were scared out of their wits by mention of church. Also they were not sold on democracy.

One Sunday, the war scarcely over, a Finn, a German, and a Russian farmer shook hands and pledged friendship beneath Old Glory in the meetinghouse. I sent a sketch of the incident (and what preceded it) to Fulton Oursler.

A few days later Mr. Oursler walked into my modest parsonage to say: "Mr. Cleveland, I think you have an article there." He plied me with questions and requested additional data. He sat in the gallery of the church to get the atmosphere of the place.

Not long afterward "The Broken Bell" appeared in the *Christian Herald* and the *Reader's Digest*. My big writing break had come because I had tried, successfully, to salvage a ruined shrine. I didn't dream I was doing anything significant; I was just trying to help folks who needed help. Not till afterward did I realize that the story of my work might inspire others.

Often one's unselfish act is what brings one a fresh, inspiring idea. One day I felt I should visit a convalescent home a few miles distant, to bring courage to shut-ins, cripples, invalids. I played the piano, and my wife and children sang old heart-stirring songs. I soon discovered that many aged, incurably ill people had a brand of patience and fortitude superior to what I possessed.

Late that night I was inspired to write "Noc-turne," and found a place for it in *Good House-keeping*. When the poem appeared, a woman in Minnesota wrote me that the lines had strengthened her as she faced the hospital.

The words of inspiration are spoken constantly. One needs only to keep his ears tuned for them.

Motoring in my state on a sub-zero day, a businessman stopped his car because of a snowstorm. Then he saw a young woman struggling bravely, on foot, across a huge drift.

"I'm going home," the man called to her. "Let's go back and transact our business by telephone."

Grinning, the woman replied: "I'm your telephone operator." It was an "inspired moment" and the *Saturday Evening Post* used it.

Such stories one runs into every day. All of us hear thousands a year and forget to note them.

A genial, observing postmaster in rural Brooklyn, Conn., where I preached for nine years, told me of a chair-bound woman who lived up the road. She was ready to die but wanted to live. Day after day she was wheeled to the window in her pillowed chair to stare and exclaim as she saw a snowstorm, the first flowers, June roses, the blaze of autumn on the everlasting hills. She didn't want to lose the wonderful treasures spilled every day at her feet, though they are crippled feet.

The thought fascinated me. I wrote it up, and the *Journal of Living* used it.

Who would think that a perspiring, busy Lithuanian farm woman could have a big story? At her home one night she recounted a dynamic narrative of old Lithuania. I listened breathlessly.

"Go over that again!" I urged.

"What for, meenister?" she asked, laughing. "You like it, what?"

She went over "Story of Love" again. The *Christian Herald* published it. In a crowded living-room, with many people talking, I fished out that wonderful story from a misty sea of conversation.

One day I passed a field where a bronzed farmer plowed the rich brown loam. I paused to watch. He spoke kindly to his lean but sinewy horse, while he calmly smoked a corn-cob pipe. His eye spilled over with good humor. I talked with the man a few moments.

Within half an hour I was writing about the influence of the good earth and the high qualities of men who work the fresh spring soil. My first sale to the *Ladies' Home Journal* resulted.

Often an inspirational article develops from my reading. In biographies of Abraham Lincoln, I was struck with the thought that Lincoln's face, his features, resembled the countryside of Illinois. I labored to show the relation between a man's physical features and the physical features of the land he knew. *This Week* published my "Portrait of Lincoln."

TWO years ago I sent a dollar to a secondhand book store in Michigan for a title that intrigued me. In the dilapidated volume I made a find—a flowery true love story of the old South. I read it, reread it. Then I wrote the story in modern style — "Wedding in the Wilderness," which appeared in *Coronet* in 1950.

We writers often neglect the mines of memory. A while ago I recalled two unique weddings at which I had officiated. In the last war I married a young soldier in a tavern at Danielson—a last-minute romance. I married another young couple by the roadside in Norwich. The youth could not be married in the Church of the Broken Bell; I had to lead the party ten miles and marry them in the town where they had taken out the marriage license. For years I had not thought of these

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incidents as possessing significance. But *Yankee* did and devoted three pages to them.

One can bother with an aged, nervous, talkative guest and find a story. Instead of walking out, one can listen attentively, expecting to be bored to death, yet discovering the story germ.

Yes, I had this experience one autumn weekend. Such a woman visited my wife and recounted wearying experiences. But there was one astounding story that finally unwound its colorful thread. In her youth she knew the Swedish coachman who drove the great Jenny Lind across New England.

She told of Jenny, singing at a picnic along with birds. I scented my story. *The Woman* published "Jenny Lind and the Winged Choir."

Again, what is so dull to a writer as a drab, poky, old New England sermon? I sweated and strained through a dry-as-dust Conference Day in my ancient Brooklyn Congregational Church. The last speaker of the day would have put sun, moon, and stars asleep. But he happened to mention, far along in the sermon, an incident relating to a Puritan wedding in New London, performed in Gingerbread Lane by ancient and honorable Governor Gurdon Saltonstall of Connecticut.

The governor, also a preacher, married a re-

calcitrant young couple on the street by neat strategy. The ancient story held me spellbound.

I rushed up to the white-headed preacher after the meeting.

"Where did you get that story?"

"It's in an old book."

"What page?"

"Don't know."

"Where is the book?"

"You should find a copy in the Hartford Public Library."

I dashed to Hartford and turned over heaps of pages of nothing, ultimately to find my golden nugget of a story. *Yankee* bought it.

Once in a blue moon inspiration seems to descend from the clouds. For some unknown reason a summer squall set me thinking of Christmas, angels, a young mother with her baby in a city hospital. I wrote a little piece that appeared in a Christmas issue of *Good Housekeeping*.

Never have I written an inspirational article about anything that failed to inspire me. I doubt if you can, either. But when I see or hear or read something that is truly inspiring and that I believe will inspire other folks, I am in an invigorating sea of ecstasy. So I keep on seeking inspiration and striving to inspire others. What writer could ask for more?



"I played the piano, and my wife and children sang old heart-stirring songs," writes the Rev. Mr. Cleveland in his warmly human article. . . . This energetic New England clergyman, 48 years old, has been for ten years pastor of the Westminster Hill Church, Canterbury, Conn. At the same time he is striving to keep democracy and Christianity alive in ten other rural churches, one of which he is now restoring to its pristine beauty. Like many other busy men, he finds opportunity to write, not only for the magazines mentioned in his article, but for *Everybody's Digest*, the *Country Gentleman*, *Pageant*, *You*, and numerous others. His people are deeply interested in his writing; a deacon of his church suggested "I Write to Inspire."

# If You Write About Music

By ELIZABETH SEARLE LAMB

**I**F you play at Bach sonatas on your flute or add your trumpet to an impromptu jam session, if your pride and joy is a growing record collection, or if a session of amateur chamber music is right down your alley—in short, if music's your hobby, write about it! A writer with a love of music can add a fresh angle to a little research, put his material together concisely and effectively, and turn out a superior product. Pay is seldom high, unless you hit the slicks with a timely piece of high interest, but if you have an interest in music you'll receive super-satisfaction.

The music magazine field ranges from the classical-interest *Musical Quarterly* to the popular *Down Beat*; from the educational *School Musician* to the trade journal *Music Merchandise Magazine*. Music news, photographs, music of other lands, public school music ideas—there's a market for all. Each magazine has rather sharply defined wants, so study before you send.

*Etude Music Magazine* is probably the best known of all general music magazines. Interesting material, not too technical, on almost every phase of music gets a good reading here. One of my first musical articles—or rather a related-to-music article, "Look Your Best to Capture Public Favor"—was published here. Also "The Harp Goes to Public School" found a place at \$30 on publication. A study of the magazines reveals interest in music of other lands; activities of, by, and for amateurs; interviews with professionals; various aspects of public school music; and a fresh approach to the history of music. Maximum length is about 2000 words.

Similar requirements are found in such magazines as *Music Journal*, *Music Today*, and the *Musician*. There is an emphasis on music for students, elementary through high school, in *Educational Music Magazine*, *School Musician*, *Drum Major*, and *Music Educator's Journal*. *Down Beat* and *Metronome* are the mags of popular music; on the other side are the strictly long-haired *Musical Quarterly*, *Musicology*, *Musical Advance*, *Musical America*, *Musical Courier*, and *Modern Music*.

A considerable number of musical magazines use news, often from regular regional correspondents. If interested, you might try for a spot. Consider *Music News*, *Musical Leader*, *International Lyric Courier* and the *Orchestra World*.

In addition, there are magazines catering to one instrument or type of music: *Instrumentalist*, *Orchestra World*, *Accordion World*, *Volunteer Choir*, *Choir Herald*, *Choir Leader*, and *Woodwind*. The trade journals include *Piano Trade Magazine*, *Music Trades*, and *Musical Merchandise Magazine*.

So much for the musical magazines. Writing musical articles doesn't stop there, however. Write

about aspects of music which particularly interest you and try some of the general article markets. Calypsos, native folk songs, were one of the fascinations of a year in the West Indies—*Pan American Magazine* (recently folded) used the resulting article. *Family Circle* took "Music for Fun," dealing with amateur activities, and "Can You Hear A Sound?" (hints to the layman on how to hear the sounds about him as sensitively as a musician does). *Americas*, the new slickpaper publication of the Pan American Union, used my article on Puerto Rican folk music—and paid \$50! Almost all the big general mags use an occasional musical piece—including the *Saturday Evening Post*. Always get photographs if possible.

Be sure to check references on all material as closely as possible so that the professional musician won't laugh up his sleeve, or in print, at you. For general material Groves's *Dictionary of Music and Musicians*, Reis's *Composers in America*, and Pratt's *History of Music* are good. It doesn't hurt to scan the periodical index for recent articles on your subject. Get your facts straight and safe!

## MUSIC MAGAZINES

*Accordion World*, Mt. Kisco, N. Y.  
*Choir Herald*, 501 E. Third St., Dayton 1, Ohio.  
*Down Beat*, 203 N. Wabash Ave., Chicago 1.  
*Drum Major*, Sartell Publishing Co., Janesville, Wis.  
*Educational Music Magazine*, 30 E. Adams St., Chicago 3.  
*The Etude Music Magazine*, Bryn Mawr, Pa.  
*Instrumentalist*, Glenn Ellyn, Ill.  
*International Lyric Courier*, 226 W. 53rd St., New York 13.  
*Metronome*, 26 W. 58th St., New York 19.  
*Music Journal*, 1270 6th Ave., New York 20.  
*Music News*, Suite 210, 59 E. Van Buren St., Chicago 5.  
*Music Today*, 1727 Payne Ave., Cleveland 14, Ohio.  
*Music Trades*, 113 W. 57th St., New York 19.  
*Musical Advance*, 100 W. 57th St., New York 19.  
*Musical America*, 113 W. 57th St., New York 19.  
*Musical Courier*, 119 W. 57th St., New York 19.  
*The Musical Leader*, 332 S. Michigan Blvd., Chicago 4.  
*Musical Quarterly*, 3 E. 43rd St., New York.  
*Musical Merchandise Magazine*, 510 RKO Bldg., 1270 6th Ave., New York 20.  
*The Musician*, 545 Fifth Ave., New York.  
*Musicology*, M. & H. Publications, Inc., Music Science Press, Greenfield, Ohio.  
*Orchestra World*, 1650 Broadway, New York 19.  
*The School Musician*, 28 E. Jackson Blvd., Chicago 4.  
*Volunteer Choir*, 501 E. 3rd St., Dayton 1, Ohio.  
*Woodwind*, 53 W. 47th St., New York.

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# Follow Chidsey, Not Me

Here is posed the question: Does daily newspaper work help or harm the would-be writer?

By EDWIN MACKEY KENT

**H**ERE'S how it was . . . for 21 years. Like many others, before and since, I did the traditional thing. Deciding to become a writer, I thought the best means to the end was to get a job on a newspaper. That way I would learn the art of putting words on paper in meaningful patterns, enhance my knowledge of life, and get paid at the same time. Also, it would be fun.

It was fun, all right—too much fun!

For the next several years I worked for newspapers and press associations along the east coast all the way from Albany, N. Y., to Miami, Fla.

I worked for such disparate outfits as *Variety*, Bible of the theatrical world; the *Brooklyn Eagle*; the *Morning Telegraph*, a racing sheet; and the *Bronx Home News*, sometimes referred to as "the Washerwoman's Gazette." I spent several months on the European Edition of the *New York Herald-Tribune* in Paris. There were excursions into editorial work for a couple of movie companies, and into public relations.

I enjoyed every minute of those years, yet I wish they had never happened! Those jobs made existence so pleasant I never really got around to learning the ropes of my chosen profession—free-lance writing.

Meanwhile, I told myself, I had better mature a bit before starting that novel. Read up on technique before trying short stories. Get more experience. Study characters. Observe life. Over at Frank's Tavern, say, or the Star Bar, or O'Neill's.

And the years went drifting by . . .

Looking back now, it's easy to see the signposts that I didn't notice or ignored in the past. I only hope it's not too late to profit by the knowledge.

Take poetry, for instance. The first lines of verse I penned were accepted the first time out by Russel Crouse, author, playwright, movie producer, then columnist for the *New York Post*. His standards, incidentally, were fairly high. Several more of my verses got into print there and elsewhere.

So what happened? Did I bend all my efforts toward becoming a poet, or, at least, a commercial versifier? Oh, no! No, indeed! I wasn't ready for poetry yet. Better get some more experience. Plenty of time for poetry later on.

Of course, just because those initial efforts clicked doesn't mean it was a foregone conclusion I was another Walt Whitman. Or a second Eddie Guest. It does mean, though, that I didn't apply myself long enough to find out.

By way of experiment, I recently sent out a few poems written when I was in my early twenties. Once more they were accepted the first time out, by the conductor of a well-known verse column. So, at least, they stood up over the years.

The first free-lance article I wrote was accepted the first time out by a national woman's magazine. Again, instead of being stimulated to greater effort, I let things slide. You know, lots of time, get more experience.

And the years went drifting by . . .

One day I woke up to the fact I would probably remain a newspaperman all my life, if I didn't get started soon. So, at last, I began the all-out effort.

Almost before I could type my name on a sheet of paper, I was drafted. For the next three years, two months, eight days, and ten hours my principal concern was war. What concerned me most was when it would end. There was little opportunity for literary production.

When it was all over, I began to find out things about the writing game I should have learned long before. There were the business of building up a name, competition, etc., etc.

Also, turning to fiction, I discovered it was no easy trick to abandon the compressed writing of newspaper yarns and magazine articles for the expansion necessary in short stories and novels.

Anyhow, I'm hard at work now, trying to make up for lost time. My ONE BIG MISTAKE, you can see, was simply procrastination. Don't let it happen to you!

Free-lance writing happens to be one of the few professions where you can earn while you learn. Too few beginners avail themselves of the opportunity.

**B**ACK in 1928, while I was employed by a news association in New York City, a fellow rewrite man, Donald Barr Chidsey, acted while I only dreamed of becoming an author. He hammered out a biography, *Bonnie Prince Charlie*, after hours, and shortly after it was published left the newspaper game for good.

Since then, he has traveled on every continent except Antarctica, lived on his own plantation in Tahiti, and had more adventures than are contained in his scores of novels, biographies, and magazine stories.

Maybe you can't do as well as Chidsey, but at least you can try. There's no other way to find out. I know I wish I had made the attempt 21 years ago, instead of just now finding myself under way.

*What is your personal judgment of the effect of daily newspaper work on the man or woman who wants to do free-lance writing? Is he more likely to turn out like Chidsey—or like the author of the article? Author & Journalist would like to hear from you, especially if you have had experience on a newspaper or are studying journalism.—The Editor.*



## TIPS TO BEGINNERS

*I know it is considered unethical to try to market a piece of writing to more than one magazine at the same time. The reason is obvious. But can you tell me, does this apply to a query?*

Certainly not. One advantage of the query is the ability to contact several editors at once to find the one most likely to be receptive to an idea, particularly if that idea is timely and time should not be lost in the sale. I would normally query one-half to three-fourth of all the potential markets at once (depending upon the number of possible markets). If no interest is elicited by that query, try the others next. The reason I would not usually query all possible markets (unless they are only eight or ten in all) at one time is that the author may get into an embarrassing situation if a number of editors show interest at the same time. He will have to put off certain editors (to whom he might like to sell other material) while he makes the actual submission one at a time.

*About a personality write-up, one article editor told me that he had planned writing about the same person and as it was his idea he would rather get the material himself. Because he is an established writer does this mean that I, being a beginner, should back out? I told the person about whom I am writing that if a more prominent writer than I should consider him, to let me know and I would withdraw. However, the editor in question hasn't decided whether he intends to do the article. What should I ethically do in this situation? Wait indefinitely until he makes up his mind?*

By no means wait. An article about this person undoubtedly has more than one market. I would immediately send out queries elsewhere. Even if the editor decides to move on the story, you can query editors of magazines in non-competitive fields. (If he is editor of a large slick magazine, for example, you may be able to sell a piece to one of the smaller slicks, to a juvenile magazine, to a newspaper supplement, to a specialized magazine, etc., according to the interest in the person interviewed.)

Since you already know that at least one editor has an interest in this story (true enough, for himself), I would gamble the time on the story immediately, even while the new queries are going out. Once it is written, I would tell the first editor that you now have it prepared for submission. If he has not moved on the idea himself, he can choose between looking at your article to see if he can use it or risk the possibility you will sell it even to a competitive magazine. (For if he has not moved by then, you will be like the Civil War general who advised "getting there firstest with the mostest," and you would be ethical in submitting the story to a magazine directly competitive with his.)

*In a recent issue of A&J you quote a writer who changed the endorsement on a check for a story from "All Rights" to "American Serial Rights." It has been my understanding that a copyright protects only the rights owned by the publisher at time of publication; also that publication prevents further copyrights. If this information is correct, then the change in endorsement limits the copyright to "American Serial Rights."*

There is considerable confusion here. In the first place, copyright is *not* limited by the sale of certain rights. Its coverage is by law. True enough, a work is copyrighted only once. (A work which appears in magazines and is later published in book form is not fully copyrighted in the book form; for that reason, publishers of books are tending more and more to include, in the copyright notice of a book the date of any items in the book previously copyrighted.)

The point is that when a work is published, it enters a special phase which takes it out of common law rights. If it is not copyrighted on publication, it goes into the "public domain" as public property. If it is copyrighted, it then enters that phase of law which is provided for reservation of property right in a literary work. Copyright, in effect, continues the work after publication as a personal property for 28 years, with the possibility that the term may be renewed for another 28 years.

In the case of a magazine, copyright is usually taken out in the name of the magazine. At this point, then, the magazine has been registered in the Copyright Office as owner of all rights.

Now the problem becomes: What about the subsidiary rights, that is, all rights except the First American Serial Rights, which the magazine has actually used in printing the work? The practice is twofold: (1) some magazines insist that when they purchase a story or other writing, they purchase "all rights," that is, all property rights in the work become theirs; (2) other magazines (and, to writers, these are the best magazines in this respect) purchase only the one right which they use. When these latter magazines copyright, they are registered as owners, but they will, in turn, cede all other rights back to the author upon his request. This is the usual practice of these magazines; a few will go to the labor of providing the author with an actual assignment of copyright. Such an assignment of copyright is sometimes available from a magazine, then, or merely a legal certification that other rights are awarded back to the author. If an actual assignment of copyright is made, the author may then, for the stipulated fee of the Copyright Office, have that assignment registered.

Copyright is a means of holding a published literary work as a piece of private property. Contracts, arrangements with publishers, etc., are means of dividing those private property rights.



**commercial** is sales talk on  
the radio

but  
**Commercial**  
is a daily newspaper



"Commercial" and "commercial" provide a perfect illustration of the way a capital or lower-case initial changes the meaning of a word.

It's the same with *Coke*—the friendly abbreviation for Coca-Cola. With a lower-case initial, the word means something else entirely.

So, when you write or print *Coke*, and mean Coca-Cola, reach for that upper-case "C." Your readers will know what you are talking about. And you'll be observing correct usage, too, for *Coke* is a proper name.

*Coke* is also a registered trade-mark. Good practice requires the owner of a trade-

mark to protect it diligently.

That's why we keep asking you to use the capital initial when you refer to our product.

Ask for it  
either way... both  
trade-marks mean  
the same thing.



**THE COCA-COLA COMPANY**

# 349 Places to Sell Your Work

Author & Journalist's Handy Up-to-the-Minute List of Paying Markets for Writing

The letter in parentheses indicates the frequency of publication; as M, monthly, W, weekly. A figure following is the single copy price in cents.

## STANDARD PERIODICALS—A

- American Legion Magazine**, 580 5th Ave., New York. (M) Out of market for fiction. Query on articles. Joseph C. Keeley. High rates. Acc.
- American Magazine**, The (Crowell-Collier), 640 5th Ave., New York 19. (M-25) Short stories 3000-5000; complete novelettes, 20,000; short shorts; vignettes. Articles usually arranged for Robert Meskill. Fiction Ed. First-class rates. Acc.
- Argosy** (Ronn), 205 E. 42nd St., New York 17. (M-25) Short stories of colorful, adventurous, dramatic living, to 5000, novelettes, 10,000-15,000; Articles, 1500-5000, first-person adventure, personality, sports, science, medicine, living. Features: cartoons. Jerry Mason, Ed. Dir.; Carlton Brown, Mng. Ed. Good rates. Acc.
- Atlantic Monthly**, 8 Arlington St., Boston 15. (M-50) Critical essays, human-interest articles, 6000-8000; sketches, short stories, 4000-10,000; verse; unusual personal experience; high literary standard. Edward Weeks. Good rates. Acc.
- Buick Magazine**, 818 W. Hancock Ave., Detroit 1. (M-free) Articles on places, people and events of interest to tourists, 500-600, with 3 or 4 good photos; fillers on interesting places, events, 200-300 words and photo. No cartoons, poetry, quizzes, fillers of the oddity type, first-person accounts of vacations or tours. E. W. Morrill, Acc. Supplementary rights released.
- Collier's** (Crowell-Collier), 640 5th Ave., New York 19. (W-15) Short stories, 1200 to 1600; serials up to 64,000; articles on popular questions of the day 3500; fillers: cartoons; verse only rarely. Knox Burger, Fiction Ed. First-class rates. Acc.
- Commentary**, 34 W. 33rd St., New York 1. (M-50) Political, economic, social, religious. Short stories, 2500-4000. Verse any length. Elliot E. Cohen, 3c. Acc.
- Coronet**, ed. address, 488 Madison Ave., New York 22. (M-25) Uses factual anecdote-packed articles under 5000; photos. Fillers: one-pagers; jokes; No fiction or poetry. Fritz Baumberger. Good rates. Acc.; fillers, Pub.
- Cosmopolitan Magazine** (Hearst), 959 8th Ave., New York 19. (M-25) Outstanding short stories 4000-6000; short shorts 1600-2000; novelettes 10,000-20,000; book-length novels, non-fiction features. Articles of cosmopolitan interest 2000-3000. John O'Connell. First-class rates. Acc.
- Elks Magazine**, 50 E. 42nd St., New York 17. (M-20) Articles by 5000; cartoons, mystery, outdoors, western fiction to 5000. Lee C. Hickey, 400 up, for fiction. Acc.
- Esquire** (Esquire-Coronet), 488 Madison Ave., New York 22. (M-50) Sophisticated unsentimental articles, masculine viewpoint; essays, sketches, short stories, especially action, 2000; cartoons, cartoon ideas. David A. Smart. Buys according to quality and length. Needs satire. Acc.
- Everybody's Digest** (W. J. Smith Pub. Corp.), 430 Lexington Ave., New York 17. (M-25) World events, politics, business, personalities, unique and human interest stories, humor, etc. 1800-2000. 80% digest, 20% new material. Theodore Irwin. Good rates. Acc.
- Extension** (The National Catholic Monthly), 1307 S. Wabash Ave., Chicago 5. (M-30) Short stories, 2000-6000; romance, adventure, detective, humorous; six installment serials, 5000; short shorts: articles, cartoons. Ellen O'Hayer. Good rates. Acc.
- Eve**, People and Pictures (Martin Goodman), 330 8th Ave., New York 1. (Bi-M) 2 or 3 articles a month, 1000-4000; strong human interest articles; profiles of vivid personalities; articles with personal application to the general reader; exposes of unusual situations in American life; sports material appealing to wide audience; photos with high human interest value. Dan Merrin. Good rates. Acc.
- Ford Times**, Ford Motor Co., 3000 Schaefer Rd., Dearborn, Mich. (M) Well-illustrated travel, place, sport or other articles, 1200-1500; shorts, photos, with Ford angle. 10c. Acc. (Query: Little buying at present.)
- Fortune**, 9 Rockefeller Plaza, New York 20. (M-15) Articles with industrial tie-up, 95% staff-written. Some source material purchased. C. D. Jackson, Publisher.
- Harper's Magazine**, 49 E. 33rd St., New York 16. (M-50) Timely articles for intelligent readers; short stories; essays; fillers; verse. Frederick Lewis Allen. Good rates. Acc.
- Here's HOW: The Magazine of Money Making Ideas**, 1512 Jarvis Ave., Chicago 26. Feature material, with or without photos, rough sketches or diagrams which will show "how you get ahead by telling how." 1000-1500; fillers with profit angle; cartoons. Raymond E. Brandell. 3c up; \$10 cartoons 16 days after. Acc.
- Holiday** (Curtis Publishing Co.), Independence Sq., Philadelphia 5. (M-50) Quality articles, well-illustrated, on places and people in sections of United States and foreign countries. 1500-5000; short stories, 2000-5000; good place background preferred. Ted Patrick. First-class rates. Acc.
- Homestead—The Rexall Magazine**, 9480 Beverly Blvd., Los Angeles 48. (M-free from Rexall drugists) Fiction primarily of interest to the family, 1500-2200; some family service articles, 500-1500. Janet. Blech. \$50-\$100 for fiction, up to \$50 for articles. Acc.
- Journal of Living**, 1819 Broadway, New York 23. (M-75) Inspirational, philosophic and practical advice articles on longevity, nutrition, health, marriage, personal problems. Leonard M. Leonard, Ed.; Frances Goodnight, Features Ed. Excellent rates. Acc.
- Kivans Magazine**, The, 520 N. Michigan Ave., Chicago. (M) Articles on national affairs and community problems, 1000-1800, 1800, Acc.
- Liberty**, 270 Park Ave., New York 17. (M-25) Stories 800-1800; picture features. Ernest Silverman. \$35-\$50 page, Pub.
- Maclean's**, 481 University Ave., Toronto, Canada. (Semi-M-15) Short stories, love, romance, sea, mystery, industrial, war adventure, outdoor, 5000-6000; serials, novelettes. Articles of general interest, including science, personalities, medical, etc. 2500-4000; light verse, cartoons, quizzes. Canadian angle helps but is not essential. Ralph Allen, Ed. Fiction, from \$250; articles from \$150. Acc.
- Male** (Goodman), 350 5th Ave., New York 1. (Bi-M) First-person adventure stories of all types; fiction about 3000-5000; photo illustrations. Noah Sariat. Rates similar to Stag.
- Mr.**, 105 E. 35th St., New York 16. Fiction, 1500; non-fiction, 2000. Photos with articles; sensational fact articles. Cartoons, \$10. Arthur L. Gale. From 25c. Acc.
- Nation's Business**, 1615 H St. N. W., Washington 6. (No single copies sold.) Articles on business and industry, 2500. Lawrence F. Hurley. Query. Good rates. Acc.
- National Geographic Magazine**, 16th and M Sts. N.W., Washington 6, D. C. (M-60) Official journal National Geographic Society. Articles on travel and geographic subjects up to 7500 photographs. Gilbert Grosvenor. First-class rates. Acc.
- National Newsletter**, 216 Pine St., San Francisco 4. (Bi-M-15) Articles, 1500, with glossy photos on people and places of the West, history, travel techniques, outdoor. James Donaldson. 2c. Acc.; photos at varying rates.
- National Police Gazette**, 1819 Broadway, New York 23. Factual crime stories, sports stories, to 1500; personality pieces on sports figures; short Washington items. Harold H. Roswell. 5-10c. Pub.
- New American Mercury**, The, 32 E. 57th St., New York 22. Young men's opinion magazine; articles of interest to young men; witty verse; cartoons. A. C. Speciorsky. \$50 up. Acc. with outline and printed samples of your work. William B. Hule, ed. Max Eastman, Poetry Ed. Julian Steinberg, article ed. \$150-\$200 for prose. Acc.
- New Liberty**, Medical Arts Bldg., Guy & Sherbrooke Sts., Montreal, Que., Canada. (M-10) Short-short stories, 800-1500. Articles on entertainment personalities, health, self-improvement, objectively treated. Keith Knowlton. Fiction, 2-3c; articles, \$75; Acc.
- New Yorker**, The, 25 W. 43rd St., New York 18. (W-15) Short stories and humor 400 to 4000; factual and biographical material up to 6000; cartoons, cartoon ideas; light verse. Good rates. Acc.
- Pageant**, 535 5th Ave., New York 17. (M-25) By assignment only.
- Park-East**, 220 E. 42nd St., New York. (M-25) Quality stories, 500-4500; 500-5000 articles of interest to New Yorkers; photos; fillers; witty verse; cartoons. A. C. Speciorsky. \$50 up. Acc.
- PEN** (Public Employees News), P. O. Box 2451, Denver 1 Colo. (M) Articles 500-2000; fiction 500-2000; verse maximum 30 lines; fillers 50-100; jokes, cartoons; photos. Material of general interest. Van Greenleaf. 5c stories and articles; cartoons \$3-815; verse 50c line; photos up to \$10. Acc.
- Practical Knowledge Monthly**, 210 S. Clinton St., Chicago 6. (M-10) Practical psychology, Freudian analyses, self-help, vocational articles, 1000, all written for men who are ambitious to get ahead; jokes, fillers, news items, photos. V. Peter Ferrara. Approx. 2c, photos \$2-45. Acc.
- Popular Magazine** (Popular), 205 E. 42nd St., New York 17. (M-35) Uses feature stories covering phases of railroad operation with comprehensive captions and blurb; fact articles on same subjects, 3000-5000. Overstocked with fillers and poems. Good rates. Acc.
- Reader's Digest**, Pleasantville, N. Y. (M-25) Digests of published articles; occasionally original articles; fillers, shorts for "Life in These United States." Good rates. Acc.
- Redbook** (McCall), 230 Park Ave., New York 17. (M-35) Short stories, serials, complete novels, novelettes, feature articles, romance, domestic problems, emotional slant to men and women. Particular appeal to 18-35 age group. Wade H. Nichols. First-class rates. Acc.
- Reporter**, The, 230 E. 42nd St., New York 17. (Bi-W-25) Social, economic, political reporting & interpretation, to 3500. Rarely uses short stories. Max Ascoli. 7c. Acc. or Pub.
- Restarian**, The, 35 E. Wacker Drive, Chicago 1. (M-25) Authoritative articles on business and industry, social and economic problems, travel sketches, humor, essays, 1500-2000. Little fiction used. Paul Teator. First-class rates. Acc.
- Saga** (Macfadden), 205 E. 42nd St., New York 17. (M-29) True adventure stories of all types covering all subjects of interest to men, first or third person; photos; pie stories; some true humor; fillers, cartoons. Length 100 to 10,000. Lead \$500; secondaries \$250-400; shorts \$50-85; fillers \$5-850. Adie Suedsdorf. Acc.
- St. Anthony Messenger** (Franciscan Fathers), 1615 Republic St., Cincinnati 10. (M-25) Catholic family magazine. Human-interest feature—10 prominent Catholic achievements and individuals; articles on current events, especially when having Catholic significance, 2000-2500, short stories on modern themes slanted for mature audiences, 3000-2500. Extra payment for photos retained. Occasional poetry on inspirational, religious, romantic, humorous, and nature themes. Rev. Victor Dres. O.F.M. 3c up. Acc.
- Saturday Evening Post**, The (Curtis), Independence Sq., Philadelphia 5. (W-15) Articles on timely topics 1000-5000; short stories 2500-6000; novelettes 10,000-15,000; serials 18,000 to 72,000; lyric and humorous verse: skits, cartoons, non-fiction fillers, to 400. Ben Hibbs. First-class rates. Acc. (Query or articles.)
- Saturday Night**, 73 Richmond St., W. Toronto, Canada. (W-10) Articles of Canadian interest up to 2000; light humorous articles, satire, verse, art work. B. E. Sandwell. 2c; photos \$3-45. Pub. (No late report.)

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41r (Volitant Pub. Corp.), 195 E. 35th St., New York 17 (M-25) Exposed and general interest articles: 1500-2500, \$50, \$60, \$75, with \$5 each for photos; short fiction, 1500-2500, \$50, \$60, \$75, light or humorous or serious; actual, true experiences of men; first-person, adventure, danger, 2000-3500, \$50, \$60, \$75; short sports articles, 1000-2000, \$50-\$80; cartoons; photo (46). Adrian B. Lopez, Pub.

siag (Goodman), 350 5th Ave., New York 1. (B1-M) Chief. "first-person" true adventure pieces of all types, 2000 words or length. Picture stories. Noah Sarlat, \$75-\$150 for articles \$25-\$75 for 1-pagers. Acc.

Standard, The, Montreal, P. Q., Canada. (W-15) Features a Canadian interest, short stories for family reading. Short short 1000-1500; stories 2000-3000; articles, 1800-2500; fillers, 400 photos; cartoons; cartoon ideas. Query on photo features. A. G. Olibert, 3111 Ave. St. Louis.

This Week, 420 Lexington Ave., New York 17. (W-magazine section of 28 newspapers). Romance, mystery, adventure, humorous short stories, 1200-4000; short articles on popular science. Interesting personalities, sports, news subjects making for a better America, 1500-2500; interesting shorts, 500-1000; fillers, cartoons, short animal material; appealing animal photos. William I. Nichols. Good rates, Acc.

Times Magazine, The, New York, Times Sq., New York 18. (W) Articles, 2000-3000, and verse based on the news, topics relating to sports, nature, science, education, the world of fashion and of women's interest. Short articles 400-1200. Lester Market, Sunday Ed., \$150-\$200 for full-size articles.

Toronto Star Weekly, The, 80 King St. W., Toronto, Canada (W-10) Feature articles, Canadian appeal articles with news angle to 2000. Novels 40,000-45,000; serials 10-30,000; short stories 3000-5000, love-adventure, romantic western, mystery, detective, etc.; photos; cartoons; shorter poems. Jeanette F. Finch, Article Ed.; Gwen Cowley, Fict. Ed. Varying rates, Acc.

Town and Country, 572 Madison Ave., New York 22. (M-10) Satirical, topical short stories, articles, or unusual subjects, not addressed to a purely feminine public. Small free-lance market. Varying rates, Acc.

True, The Man's Magazine (Farratt Pub., Inc.), 67 W. 44th St., New York 18. (M-25) Factual stories of interest to men 2000 up-average 3000-6000. Two-column fillers, 500-1000. One novel length (20,000) each issue. Ken W. Purdy. High rates. Acc.

Virginia Quarterly Review, 1 West Range, Charlottesville, Va (Q-75) Exceptional literary, scientific, political essays 2000-7000 short stories and verse of high standard. Charlotte Kohler, Ed. Good rates, Pub.

Westways, 3601 So. Figueroa St., Los Angeles 54, Calif. (M-25) Articles 300-1200, photos of out-of-doors, natural science, history, etc., Calif., Ariz., Utah, Nev., New Mexico, Nevada, So. Colorado. Verse; cartoons. Phil Townsend Hanna. 5c, Acc.

Why (Modern Living Press), 17 E. 45th St., New York 17. Case histories on overcoming emotional and other personal problems, cast as case histories, first-person, or optimistic psychological articles with help. Non-fiction, 1000-2000; stories, 3000-3000; fillers, Lawrence C. Goldsmith. 3c, Acc.

Your Life, Today's Guide to Desirable Living, 227 E. 44th St., New York 17. (M-25) Inspirational, helpful articles on living; personality profiles, 1200-2500; quizzes; brief games; fillers. Douglas Lorton. First-class rates, Acc.

Your Personality, 227 E. 44th St., New York 17. (Twice a year-25). Helpful articles on all phases of personality. 700-2500 Good rates, Acc.

#### STANDARD PERIODICALS-B

America, 329 W. 108th St., New York. (W-15) Articles on current social and political interests, rural problems, 1000-2000; short modern verse. Rev. R. C. Hartnett, S.J. 2c, Acc. (Catholic).

American Scholar, The (United Chapters of Phi Beta Kappa), 415 First Ave., New York 10. (Q-75) Articles on subjects "of substantial general interest in clear and unpedantic language." 2000-3500; poetry. Hiram Haydn. \$5 printed page, maximum \$50; verse, \$10-\$25. Acc.

American Swedish Monthly, The, 45 Rockefeller Plaza, New York 20. (M-25) Illustrated articles dealing with Sweden, relations between Sweden and U. S., or stories of prominent Americans of Swedish stock. 1000-2000. Howard Minges. Acc.

American Weekly (Hearst, newspapers), 43 vices on. New York 7. Features with photos, best lengths 900 and 1800. George O'Neal, Story Ed. Moderate rates, Acc.

Audubon Magazine (National Audubon Society), 1000 Fifth Ave., New York 28. (B1-M-45) Prefer query first for articles on birds, mammals, plants, insects, wildlife, conservation; wildlife and conservation of region or locality; biographical sketches of living naturalists; how-to-do and personal experience on wildlife projects, 1500-2500. Photos. John K. Terres. \$15-\$75; photos \$3 (cover picture \$10). Acc.

Beaver, The, Hudson's Bay Co., Winnipeg, Canada. (Q-25) Articles on travel, exploration, trade, anthropology, nature, history in the Canadian North, up to 2000, illustrations omitted. Clifford P. Wilson. 15c, Pub.

California Highway Patrolman, The, Box 551, Sacramento, Calif. (M-35) Journal of California Association of Highway Patrolmen. Articles on highway safety, 500-2500. W. Howard Jackson. 1c, Acc.

Canadian Geographical Journal, 36 Elgin, Ottawa, Canada (M-35) Illustrations and geographical articles 1000-5000. Gordon M. Dallyn. 1c up, Acc.

Canadian National Magazine, 300 McGill St., Montreal, Canada. (M-10) Articles bearing on Canadian National Railways activities and railway problems, to 1500. C. W. Higgins. Fair rates, Acc.

Chicago Jewish Forum, The, 83 W. Washington St., Chicago 2. (Q-41-35) Articles, short stories, 2000-6000; poetry, art work Jewish subjects and minority problems only. Benjamin Weintraub. 15c, Acc.

Christian Century, The, 407 S. Dearborn St., Chicago 5. (W-15) Articles, international affairs, social welfare topics, 2000; verse. Paul Hutchinson. Fair rates, Pub.

Christian Science Monitor, The, 1 Norway St., Boston 15. (D-5) Articles, essays, for editorial and department pages, up to 800; for 1200; editorials to 800; poems; jokes; fillers; photos. Erwin D. Canham. 55c inch, Acc.

Combat Forces Journal, 1115 17th St., N.W., Washington, D. C. Original articles, translations, reprinting of works on military subjects. Col. Joseph I. Greene. 25c-3c, Pub.

Commonweal, The, 386 4th Ave., New York 16. (W-15) Independent Catholic review. Timely articles on literature, art, public affairs, up to 2500. Edw. S. Skillin. 1c, Pub.

Current History, 109-10 Walnut St., Philadelphia 6. (M-35) Objective analyses of political, social, or economic conditions; important documents. D. G. Redmond. 1c, Pub. (No late report).

Desert News Magazine, Desert News Publishing Co., P. O. Box 1257, Salt Lake City 10, Utah. (W-15) Western activities, particularly those dealing with Utah, Wyoming, Colorado, Idaho, Nevada, Montana, New Mexico, Arizona, 1000 words. Western photos. Limericks, anecdotes, \$1-\$2.50. Olive Burt. 1c, Photos \$2.50, Pub.

Desert Magazine, The, Palm Desert, Calif. (M-35) Illustrated feature articles from the desert Southwest on travel, nature, mining, archaeology, exploration, personalities, Indians, to 2500 (Overstocked with poetry.) Randall Henderson. 15c up, prose; photos, \$1 to \$3, Acc.

Empire Magazine, Denver Post, 650 15th St., Denver 2, Colo (W-10) with Sunday (Denver Post) General interest features 250-1500 on personality, outdoors, domestic, authentic history; short-short fiction to 1000; verse to 20 lines; fillers; photographs; cartoons. All material should have strong Western peg. Need photo-stories. Bill Hosokawa. 15c, Acc.; \$1.50 for poems, \$5 minimum for fillers; \$3-6 for photos.



"He says sex isn't everything and he has written a book to prove it."

Eye, The Women's Magazine For Men, 270 Park Ave., New York 17. (M-25) (Not free-lance market.)

Fate Magazine (Clark Pub. Co.), 1144 Ashland Ave., Evanston, Ill. (3-times-yr-35) Articles under 3000 on psychic, unusual unexplained happenings; fillers. Robert N. Webster. 1c up, Acc.

Freeman, The, 240 Madison Ave., New York 16. (M-25) Political and cultural articles; poetry; fillers. John Chamberlain. Henry Haslitt, Suzanne La Polette. Pub. (No late report.)

Frontiers, 19th St. and Parkway, Philadelphia 3. (5-times-yr-35) Natural history articles, 1800-2000; photos. Query. McCready Hirston. 1c up, Pub.

Future, Box 7, Tulsa, Okla. (M-25) Published by U. S. Junior C. of C. Age of average reader, 30.6 years. Cartoons, \$5; fillers, 1c-3c, Pub. Mostly staff-written or contributed by members of Jr. Chamber of Commerce.

Grit, Williamport 3, Pa. (W-10) Odd, strange pictures, brief text; Americanisms and family subjects; personalities and articles of general interest, 300-800; short illustrated articles for women's and children's pages; poems. Kenneth D. Rhone. 3c for articles, photo, \$3, poem \$1, Acc.

Horn Book, 248 Boylston St., Boston 16, Mass. (B1-M) Articles on juvenile authors and illustrators. Jennie D. Lindquist. 1c, Pub.

Leatherneck, P. O. Box 1918, Washington 13, D. C. (M-25) Strong Marine angle on all pieces. Military, travel, fiction, humor, profiles on Marine characters. Dona D. L. Dickson, Col. USMC. To 3000 no fiction or articles. Stories to 500. Cartoons to 5c, pic \$5, Acc.

Link, The, General Commission on Chaplains, 122 Maryland Ave. N.E., Washington 2, D.C. (B1-M-25) Uses stories and articles of 800 to 2400 words on subjects of interest to men and women in the service and patients in VA hospitals; service (not combat); humorous, travel, hobby; cartoons. T. A. Rymer. Approx. 1c, 50 days prior to Pub.

Magazine Antiques, The, 40 E. 49th St., New York. (M-65) Authoritative articles representing new discovery, or a new point of view, or a new opinion, regarding some aspect of glass, china, metalware, furniture, etc., 1000-2500; Essays, news items; photos. Alice Winchester. 3c, Pub.; exclusive photos, paid for at cost. (No late report.)

Magazine Digest, 545 Fifth Ave., New York. (M-25) Fillers and jokes only. Archer St. John. 5c, Acc.

Marine Corps Gazette, The, Marine Corps Schools, Box 106, Quantico, Va. (M-30) Professional, military, Marine Corps naval, air subjects, 1900 to 5000, illustrated, with emphasis on amphibious warfare. Major James A. Pounds. USMC. 3-5c, Pub. 15c.

Masses & Mainstream, 833 Broadway, New York 3. (M-35) Political and general articles 3500; literary essays and criticism, 2500; realistic stories of American life 5000; high quality poetry; Marxist interpretation. Samuel Sillen. \$5 printed page. (No late report.)

Mesorah Journal, The, 30 E. 69th St., New York 21. (Q-41-50) Jewish short stories, sketches, one-act plays, essays, poetry. Henry Hurwitz. 1c up, Pub.

Miami Daily News Magazine, 600 Biscayne Blvd., Miami, Fla. (W-15) Articles and photo stories of south Florida, 1500. \$20-\$25, Pub.

Motor News, 139 Bagley Ave., Detroit 36. (M-25) Outdoor sports and travel articles. Photos. William J. Trapagnier. \$3-\$75, Acc.

AUTHOR & JOURNALIST



Nation, The, 20 Vesey St., New York 7. (W-20) Articles on politics, literature, economics up to 2400; poetry. Freda Kirchwey, 3c, 50c line for poetry, Pub.

National Guardian, 17 Murray St., New York 7. (W-10) Short factual material suitable for an independent progressive publication, including humor and satire, short verses of social or political satire; political, economic, civil liberties or human news for inclusion in weekly news roundup; news photos along above lines. Cedric Beifrage, 1c-2c, Pub.

National Guardian, The, Stewart Bldg., 400 6th St., N.W., Washington 1. Stories 750-2000 with appeal to all-male group, ages 17-35; sports and military articles, 500-3000; cartoons. Allan G. Crist, 3c, Pub.

National Jewish Monthly, The, 1003 K St., N. W., Washington, D. C. (M-15) Short stories, articles, essays, Jewish interest 1000-3000. Edward F. Grusd, 1c to 2c, Pub.

New Mexico Magazine, Santa Fe, N. M. (M-25) Illustrated articles on New Mexico, 1300. George Fitzpatrick, \$10 to \$15 per article, Pub. Verse, no payment.

New Republic, 40 E. 49th St., New York 17. (W-20) Articles to 2000 on current political and social subjects; no fiction or verse; preferable to query. Michael Straight, Pay by arr. Opinion, 17 E. 42nd St., New York 17. (M-25) Articles 2000. Short stories 2000; verse; fillers; Jewish interest. 1c, Pub.

O. & D-m-h Animals, 180 Longwood Pk., Boston 18, Mass. (M-15) S. P. C. A. organ. Animal articles and stories (not fiction) to 600; photos. W. A. Swallow, 1c, Acc. Photos \$1, up.

Our Navy, 1 Easton Pl., Brooklyn 17, N. Y. (24f-25) Professional type articles on naval subjects, of interest to enlisted personnel; authentic articles on naval subjects, 2000-4000; action naval short stories; photos; humorous and fact essays with naval slant. Jimm Gailigan, 1c-1c, Pub. No payment for verse.

Pathfinder News Magazine, 1323 M St., N.W., Washington 5. (EOW-15) Address epigrams, jokes, topical verse to Bypathia Editor; cartoons to Art Editor. 45c, Acc.

People & Places, 3333 N. Racine, Chicago 13. (M-Free-controlled) Short, human-interest, people-and-place articles, 80% pictorial. Burton D. Loken, 1c; photos, \$7.50, Acc.

People Today, 531 8th Ave., New York 17. (Every 2 weeks-10) Articles, news items, photos. Allen F. Chaisson, Fair rate, Pub.

Personalist, U. of So. Calif., Los Angeles 7, Calif. (Q-30) Philosophical, literary and religious articles of scholarly nature. Small amount of verse. Dr. Ralph T. Fiewelling. Small rate. Pub.

Physical Culture, 230 E. 42nd St., New York 17. (BI-M-25) Limited market for articles to 1000 on health and physical culture. Bernard Macfadden, 2c, Pub.

Presbyterian Life, 321 S. 4th St., Philadelphia 6. (BI-M-20) Human interest news, reports, and feature articles, 200-1500, on Protestant Christians (preferably Presbyterians who apply Christian principles to business, politics, community service, etc. Juvenile stories, 500-700, for ages 4-8. Robert J. Cadigan, 2c, Acc.

Profitable Hobbies, 24th & Burlington, Kansas City 18, Mo. (M-25) Original 1c-to-do-it articles built around hobby experience of a specific person; features demonstrating the financial possibilities of hobbies; stories built around individual hobbies, to 300; cartoons. Fact items. T. M. O'Leary, 1c photos, \$1-35, Pub.

Promenade, 40 E. 49th St., New York 17. (M to guests of 13 smart New York and Washington hotels) Buys an occasional sophisticated short story to 1500; short, top-quality verse; articles. Clarissa M. deVillers. Varying rates, Pub.

Quote, P. O. Box 611, Indianapolis 6, Ind. Original anecdotes to 150 words for use of public speakers. Lucy Hittle Jackson. Varying payment according to quality, Acc.

Rayburn's Ozark Guide, Eureka Springs, Ark. (Q-50) Short stories, features, verse, photos with Ozark slant. Otto Ernest Rayburn. Payment by arrangement.

Roadside Magazine, The, Occanside, Calif. (M) Articles on occultism, mysticism, art, science, nutrition, astrology, in accord with the Rosicrucian philosophy; short stories along same lines. 1500-2500. \$3-\$15, Acc.

Salvage from Literature, 35 W. 45th St., New York 19. (W-20) Articles, essays, 1500-3000, verse, fact items, in literature, music, documentary films, stage, screen, world affairs, cartoons. Norman Cousins, \$100 up for articles, Pub.

Seattle Times Sunday Magazine Section, Box 1822, Seattle 11, Wash. (W-15) Features on Pacific Northwest subjects only. 1200-1500. Picture layouts for roto section. Chester Gibbon. \$15 for unillustrated article; \$25 with suitable art, Pub.

Ski Magazine, Norwich, Vt. (Six issues, Nov. through March-35) Articles 1000-1500 on ski trips, resorts, personalities. Some verse, humor, fillers about skiing. Arthur R. Moffatt, 1c-10c. Verse \$2; fillers, 1c; photos \$1-\$10, Pub.

Southeast Review, Southern Methodist University, Dallas 5, Tex. (Q-50) Quality stories to 3000; articles to 3700 on regional literary, national, world problems; poetry. Allen Maxwell, 1/2c. or prose, \$5 for poems, Pub.

Spectator, Judy Bldg., 3525 Michigan Blvd., Chicago 16. (Q 50) (Not a free-lance market.)

Sports Affair, 401 2nd Ave., So., Minneapolis, Minn. (M-25) Some short fiction used, to 3000 words, related to field sports; picture stories, articles, how-to-do-it features, to 3000; fillers. Ted Kesting. By arrangement, Acc.

Star, 240 E. 57th St., New York 22. (M-10) Short-short articles on popular subjects, profiles, preferred length 1200. Arthur G. Crest, 250-\$100, Acc.

Success Today, 227 E. 44th St., New York 17. Articles stressing principles of success; actual success stories of living people singly or grouped. Dorcas Lutton. Good rates, Acc. (Published occasionally; inactive market.)

Sunshine Magazine, The House of Sunshine, Litchfield, Ill. (M-15) Constructive, wholesome short stories to 1500. Henry F. Henrichs, Acc., rate based on merit rather than number of words.

Survey, The, 112 E. 19th St., New York 3. (M-50) Articles to 3500 in the field of social welfare; rarely verse. No fiction. Modest rates, Pub.

Suspense (Farrell Pub. Corp.), 420 Lexington Ave., New York 17. Stories must have powerful suspense theme; shorts 1500-3000; novelettes to 8000. 2-5c, Acc. (Also uses suspense novels for separate 35-cent book publication.)

Swing, WHB Broadcasting Co., 1121 Scarritt Bldg., Kansas City 6, Mo. (BI-M-25) Articles, 800-1800, on science, knowledge, medicine, adventure, biography, hobbies, travel, culture, success occult, etc.; stories, 800-1800; cartoons; fillers; 100-700; quizzes, jokes. \$10-\$15 for feature material, 1c for fillers, Acc.

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These Times, Box 80, Nashville, Tenn. (M-25) Inspirational and religious articles 600-800 and 1800-2000; verse on similar themes; short stories; photos. R. E. Finney, Jr. 1c, Acc.; verse up to \$15.

This Day, 3558 S. Jefferson St., St. Louis 18. (M-35) Short stories, novelettes, serials, articles, full of human interest on home affairs; short "reader editorials"; fillers, jokes and epigrams; verse; cartoons; photos. Henry Rische 1c up. Acc. Reports in 2 months.

He, P. O. Box 350, Albany 1, New York. Articles for dentists on dental or dental related themes, 800-2400; short-short fiction of the same type, 750 to 1000; cartoons; photographs and other illustrations, individual or series, humorous verse to 60 lines. Payment to \$75 for unusual, top-flight articles; rates reached through individual negotiation with each contributor. Acc.

Townsend National Weekly, 6875 Broadway, Cleveland. (W-10) Articles and news on social security, taxes, aid to aged; jokes. No fiction. Buying little at present. George B. Fritz, 3c, Acc.

Tracks Magazine, Terminal Tower, Cleveland 1, O. (M-10) Articles on railroad subjects 500-1500; stories; fillers; jokes; cartoons. Ted O'Meara, 3c, Acc. (Query)

Trailer Life (Trailer Coach Association), 3107 W. 6th St., Los Angeles 5. (M-15) Articles and fiction, 500-1500; serials, 3-part; slanted toward trailer life and travel, or outdoor subjects of interest to trailer owners; cartoons, news items, photos, fillers, profiles, similarly slanted. Stress family angle and advantages of trailer for luxury vacation. Semi-technical articles to give trailer public know-how on handling trailers. Doris Woodward. 1c up; glossy photos, \$2.50, Pub.

Trail-R-News, 531 W. Colorado St., Box 1551, Glendale, Calif. (M-10) Travel articles to 1000, especially those built around trailcoach life. Jean Jacques, 1c-2c up, Pub. (Overstocked).

Trailways Magazine, 108 N. State St., Chicago 3. (M-35) Articles, 1500-2000, on locations in U.S. served by National Trailways Bus System, with 6x10 photos. F. H. McIntosh. Up to \$50 for articles, Acc.; photos \$5, Pub.; 4x6 color transparencies for cover, \$100, Pub.

Travel, 115 W. 45th St., New York 19. (M-35) What to do and see—with costs worked in—anywhere in world; news items, photos; cartoons. 2000-3500, with 2500 preferred. Malcolm Davis, 1c-2c, Acc.

Turf and Sport Digest, 511 Oakland, Baltimore 12, Md. (M-35) Short stories 3500-5000 with racing background. Articles 2500-4500 on racing experiences of racing people, methods of system play, personal experiences at the races. Photos (kodachrome cover and photos of thoroughbred racing, \$75); crossword puzzles. Raleigh S. Burroughs, 1c, Pub. Photos \$3-46; puzzles, \$5.

Tate Review, Box 1729, New Haven 1, Conn. (M-35) Articles on current political, literary, scientific, art subjects 4000-5000. Quality short stories; poetry. Paul Pickrel. Good rates. Pub.

Yankee, Dublin, N. H. (M-25) Short fiction, articles, to 2000; verse, fillers, cartoons, photos. New England 1c-2c; place limitation for fiction or verse. Richard Merrifield, 1c-2c; 25c line, verse, Pub.

Your Mind—Psychology Digest, 103 Park Ave., New York 17. (Bi-M-35) Material on psychological subject-matter, 1-2000; fillers; stories and occasional poetry with psychological slant. Lesley Kuhn, Mng. Ed. 1c-2c, Acc.

## WOMEN'S AND HOME MAGAZINES

American Baby, Inc., 180 Riverside Drive, New York 24. (M-25) For expectant mothers and mothers of babies under one year old. Uses in every issue an article by physician and other suitable articles not over 1000 words. No fiction. (Overstocked with verse.) No photos. Beulah Francis, R.M. 1c, Pub.

American Home, The, 444 Madison Ave., New York 22. (M-25) Practical articles with human interest illustrations pertaining to home, interior decorating, building, gardening, for home arts 800 to 2000. How-to-make or how-to-do picture articles on homemaking subjects. Mrs. Jean Austin. Varying rates, Acc.

Baby Post, 253 Main St., Huntington, L. I., N. Y. (M-25) Authoritative articles, 1000, on baby care, child care, and occasionally a short story of appeal to this particular field, verse. Louise Cripps, 2c-5c, Acc.

Baby Talk, 149 Madison Ave., New York 16. Experience articles mother-father-baby, 500-1000; fillers; verse. Ruth Newburn Sedan, 2c-3c, Acc.

Baby Time (Alford Baby Group, Inc.), 424 Madison Ave., New York 17. (M-25) Articles and stories 500-150 of interest to new and expectant mothers; verse; photos. Dorothy Ashton, \$5 per article, Acc. (Similar requirements for Modern Baby and Today's Baby published by the same firm.)

Better Homes & Gardens, 1716 Locust St., Des Moines 3 Iowa. (M-35) Practical how-to-do articles on home, family, and garden to appeal to both men and women. No fiction, very little poetry. Uses general interest articles for the family. Copious use of photos. Cartoons. Anecdotes and shorts, \$5. Pub.; articles, up to \$700, Acc.

Better Living, 230 Park Ave., New York 17. (M-5) Love stories, stories of domestic life with a light accent, 400-5000. One story to an issue. Limited amount of non-fiction: how-to articles, child care, personality pieces, travel, humor, inspiration, human interest, 300 up. Magazine is sold in independent super markets. Christine Holbrook, ed.-in-chief. (Miss) Tracy Samuels, mng. ed. Prevailing rates, Acc.

Brides Magazine, 527 5th Ave., New York 17. (Q) Articles, 100-1500, covering fashions, furnishings and home decoration, etc., of interest to brides; verse. Helen E. Murphy. Varying rates, Acc.

Californian, The, 1020 S. Main St., Los Angeles 15. (M-35) Articles pertaining to California; all types of fillers; photos. J. R. Ashereno. Varying rates, Acc. (No reprints.)

Canadian Home Journal, 73 Richmond St., W. Toronto, Ont. (M-15) Short stories to 6000; articles of interest to Canadian women, 2500. Good rates, Acc.

Canadian Homes & Gardens (Maclean-Hunter Pub. Co.), 481 University Ave., Toronto, Canada. (M-25) Illustrated how-to articles to 1000. \$25-\$50; \$3-\$5 per illustration, Acc. Address inquiries: J. McKinley.

Charm Magazine, (S & S), 575 Madison Ave., New York 22. (M-25) Articles and short stories of interest to women who work, 1500-5000. Eleanor Pollock. Varying rates, Acc.

Chatsaine (Maclean), 481 University Ave., Toronto, Canada. (M-15) Short stories and serials; love, married-life, parental problems, mystery, adventure, 3500-5000. Articles, Canadian interest, up to 2000, Acc.

Child Study, 132 E. 74th St., New York 21. (Q) Articles on child development, psychology, family relations, etc. Frances Ullmann. No payment.

Christian Home, The, 810 Broadway, Nashville, Tenn. (M-20) Articles 1000-2000 on family relationships, child guidance; stories 2500-3500, of interest to parents of children and teen-agers; verse, photos of family groups. 1½¢ stories, 1¢ articles, Acc. Joy Bayless.

Christian Parent, 1223 Mulberry St., Highland, Ill. (M) Articles and short stories to 2500 with Christian home life and Christian child training themes; fillers; cartoons; photos. M. P. Simon. \$2.50 1000 words, Acc.

Everywoman's Magazine, 18 E. 40th St., New York 19. (M-5) Quality and formula stories; humor or helpful articles with subjective slant to 3000; short humor for "That Man Is Here" department; features on "undragable" women characters. Helen E. Greenwood. Fair rates, Acc.

Family Circle Magazine, 25 W. 45th St., New York 19. (M) Heavily departmentalized, almost wholly staff-written. Special sources for short stories. E. B. Endicott.

Family Digest, 549 N. Jefferson, Huntington, Ind. (M-20) Articles, 500-1500; short stories, 1000-2000, on family subjects. F. A. Fink. 1¢-2¢, Pub.

Family Herald & Weekly Star, 245 St. James St., W. Montreal, Que., Canada (W-5) Stories 2000-4500, romance, adventure, mystery, etc., for rural family audience. H. Gordon Green. Fiction Ed. \$70, Acc.

Flower Grower, The, 70 E. 45th St., New York 17. (M-25) How-to-do articles by experienced home gardeners, and photographs on gardens and flowers; articles 100-300. Theodore A. Weston. \$1-475 per article; \$5 photos, Pub.

Garden and the Gardener's Chronicle, 432 4th Ave., New York 16. Garden experience reported accurately, 200-500; 1000 for longer features with charts and illustrations. 1¢, Acc. Glamour (Conde Nast), 420 Lexington Ave., New York 17. (M-25) Articles of interest to young women, to 1500; no fiction or poetry. Elizabeth Penrose. \$50-4300, Acc.

Good Housekeeping (Hearst), 87th St. and 8th Ave., New York 19 (M-35) Short stories up to 10,000; short articles; verse. Herbert R. Mayes. Excellent rates, Acc.

Harper's Bazaar, 572 Madison Ave., New York 22. (M-50) Distinguished short stories only; not popular magazine material. Prefers articles in outline form. Mary Louise Aswell, Lit. Ed. Good rates, Acc.

Hearth and Home, Skelgas Div., Skelly Oil Co., P. O. Box 436, Kansas City 10, Mo. (BI-M) Articles on homemaking, food preparation, household aids, care of the home and family, hobbies, family, etc., 500-1500, of interest to rural and suburban families. Violet H. Ward. 2¢; or \$15 for page with photos, \$25 for double page with photos, Pub.

Holland's, The Magazine of the South, Dallas 2, Tex. (M-15) Success stories on home building and remodeling, interior decoration, gardening, community improvement in states in the South and Southwest. Authoritative how-to articles on home building problems and on child care and training. 3¢ up; \$5 up for photos, Acc. \$75 up for color transparencies for cover, Acc.

Home Desirable, The, 836 S. Michigan Ave., Chicago. Not in market for free-lance material.

Home Life, 161 8th Ave., N., Nashville 3, Tenn. (M-15) Short stories 1500-3000 and feature articles of interest to home and family groups. Christian viewpoint, 750-800; short poems of lyric quality, human interest, and beauty, occasional photos; fillers, cartoons, and cartoon ideas. Joe W. Burton. 2/3¢ average, Acc.

House and Garden (Conde Nast), 430 Lexington Ave., New York 17. (M-50) Home decoration, gardening, landscaping, building and remodeling, unusual travel and architectural articles. Albert Kornfeld. 1500-2000. Good rates, Acc.

House Beautiful (Hearst), 572 Madison Ave., New York. (M-50) Articles on building, remodeling, interior design, entertaining, cooking, house maintenance, home furnishing, etc., to 2000, with photos; fillers. Largely staff-written. Elizabeth Gordon.

Household, 912 Kansas Avenue, Topeka, Kan. (M-10) Practical how-to articles on building, home maintenance, remodeling, furnishings, decorating, gardening, and food. Also general-interest articles slanted to interests of medium- and small-town families on health, travel, family relations, family economics, child care, and social problems. Picture stories on all how-to subjects. Use 4-color and black-and-white. No fiction. Limited amount of light verse and cartoons. Robert P. Crossley. Top prices for all material. Acc.

Independent Woman, 1819 Broadway, New York 23. (M-15) Official publication of the National Federation of Business and Professional Women's Clubs. Considers only articles having special interest or importance to women who earn their own livings; opportunities for and achievement of women in new fields, achievements of women in community service, current national and international issues, economic, social and political; treated from point of view of the woman who works. Also sketches on personal upgrading. 800-1800. Verse; photos; art work. Frances Maule. \$10 to \$35, Acc.

Ladies' Home Journal (Curtis), Independent Sq., Philadelphia 5. (M-25) Articles 2000-5000; short stories 4000-7500; serials, 50-70,000; novelettes 20-40,000; short lyric verse; fillers, cartoons. Bruce Gould. Reprints Black Star Gould. First-class rates, Acc.

Life Today, 444 Madison Ave., New York 22. (BI-M-25) Practical, inspirational articles, 500-2000, on marriage, love, divorce, family life in U. S., community problems. Sara Judson. 2¢, Pub.

Living for Young Homemakers (S & S), 575 Madison Ave., New York 22. (M) Small market for short articles, 1000-1500, on how-to-do in home, garden, health, children, etc., sometimes with photos. Edith Braswell Evans. Varying rates, Acc.

Mademoiselle (S & S), 575 Madison Ave., New York 22. (M-35) Short stories and articles of interest to young women, age 18-30, 2500-3500. Cynilly Abels. Acc.

Marriage Magazine, 227 E. 44th St., New York 17. Personal experience articles backed by research. Douglas E. Lorton. Good rates, Acc.

Mayfair (Maclean), 481 University Ave., Toronto, Canada. (M-25) Articles of Canadian interest on fashion, society, the arts, sports; fillers; photos. 2¢, Acc.

McCall's (McCall), 330 Park Ave., New York. (M-25) Serials, 40,000; complete novels, 20-25,000; Novelettes, 10-12,000; short stories, 4000-7500; short shorts; articles Otis L. Wiese. First-class rates, Acc.

Modern Baby, See Baby Time, above.

[Continued on Page 23]

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# What Editors Want Now

*Leatherneck*, Box 1918, Washington 13, D. C., wants a strong Marine angle on everything it uses, including fiction, articles, humor, cartoon, and pictures. Col. Donald L. Dickson, USMC, is the new editor.

- A&J -

*Here's How*, 1512 Jarvis Ave., Chicago 26, which specializes in feature copy on how to get ahead, has cut its maximum wordage to 2000.

- A&J -

*Everywoman's Magazine*, 16 E. 40th St., New York 19, is another magazine following the trend to briefer material. Its maximum is now 3000 instead of 4000 words.

- A&J -

Against the trend to brevity is announcement by the *New Yorker*, 25 W. 43rd St., New York 18, that it will accept fiction up to 4000, articles up to 6000 words. These are more than double the former maximum. This market carries prestige, but it requires a special touch.

- A&J -

*Magazine Digest*, 545 Fifth Ave., New York, is concerned about the number of original mss. submitted. It is strictly a digest magazine, reprinting articles and short fiction.

- A&J -

Grune & Stratton, medical publishers, 381 4th Ave., New York 16, are celebrating their first ten years in the business. While so far all their titles are by M.D.'s or Ph.D.'s, they will consider medical manuscripts from others provided the subjects are expertly handled.

- A&J -

*Western Family*, 1300 N. Wilton Pl., Hollywood 28, reports that it is out of the filler market.

- A&J -

On the other hand, *Future*, Box 7, Tulsa, Okla., organ of the U. S. Junior Chamber of Commerce, now buys fillers, though most are contributed by members of the organization.

Poets will be pleased to learn of a new market for shorter poems: *Toronto Star Weekly*, 80 King St., W., Toronto, Can.

- A&J -

*Apartment Life* is a new shelter magazine specifically for the New York metropolitan area. Succeeding *Apartment Hunters Guide*, it concerns itself with apartment furnishing and decoration, new gadgets, maid services, and similar subjects. Both how-to articles and feature stories about personal solutions of problems are welcome, the latter to be accompanied by photographs or drawings. Material varies from 1000 to 4000 words and must be directed to the average apartment dweller. Payment, \$10 to \$50 a feature. A few cartoons on apartment living are bought at \$10 each. Address Edgar J. Dobrow, Managing Editor, Suite 1200, 545 5th Ave., New York 17.

- A&J -

The *Fisherman*, 22 E. High St., Oxford, Ohio, wants authoritative 1500-word articles on fish and fishing, fish management, tackle and baits, conservation, wildlife. Query the editor, George S. Fichter, before submitting anything.

- A&J -

The *Country Poet*, Sanbornville, N. H., is a new quarterly seeking verse and essays of farm, field, and stream. No payment is promised, but contributors share in the profits if any.

- A&J -

*True Crime Detective* is the new name for *Detective: The Magazine of True Crime Cases*. This is a digest-size magazine, much more literary than most true detective books and often containing work by big name writers. Editor: W. D. Radin, 570 Lexington Ave., New York 22.

- A&J -

Guard against a possible anti-store angle in submitting to *My Baby*, 53 E. 34th St., New York. The magazine is distributed through retail stores and naturally doesn't want to antagonize its sales outlets.

## Contests and Awards

Freedoms Foundation, Valley Forge, Pa., offers an award of \$1000, 15 awards of \$200 each, and five of \$100 each for original unpublished manuscripts dealing with freedom and the American way of life. This is in addition to the usual awards for published material. Data may be obtained from W. C. "Tom" Sawyer, vice-president.

- A&J -

The Bernarr Macfadden Foundation offers \$1000, plus a per cent of earnings, for the best three-act play on Mr. Macfadden's life. He himself will judge the entries. Plays must be submitted typewritten, with return prepaid envelope, to Play Department, Bernarr Macfadden Foundation, News Bldg., 220 E. 42nd Street, New York 7. The contest closes December 31, 1951.

Houghton Mifflin Company is continuing its annual awards to authors planning significant books of fiction and non-fiction. The award in each case is intended to enable the writer to complete his work. For particulars address Houghton Mifflin Company, 1 Park St., Boston, Mass.

- A&J -

Prizes of \$5, \$3, and \$2 are offered for "the best poems contributing to everyday living," in memory of the late F. P. Davis, anthologist of newspaper verse. Send three copies with pen name together with a sealed envelope containing the author's real name and the title of his poem. No entries returned. Address Davis Contest, James Neill North, 318 N.E. 9th St., Oklahoma City, Okla.

## 349 Places to Sell

[Continued from Page 21]

**Modern Needlecraft-Knitting**, 247 Park Ave., New York 17 (Q-35) Welcomes ideas on Jews regarding all phases of needle craft. Maggie Meenan. Acc., according to assignment or nature of material.

**Mothers Home Life**, 179 E. 2nd St., Winona, Minn. (M-5) Articles, 300-500; short stories 2500-2700; short verse Dorothy Leicht. Fair rates, Pub. Overstocked.

**My Baby** (Shaw Pub. Inc.), 53 E. 34th St., New York. (M-25) Articles and picture stories on infants to 3 years. Stories and articles for prospective parents. How-to articles. Up to 2000 words. Ann Howard. 2-4c, Pub.

**National Parent-Teacher**, The, 600 S. Michigan Blvd., Chicago 5. (M-15) Scientifically accurate, but informally written, illustrated articles on rearing and education of children. To 1800; verse, 16-20 lines. Eva H. Grant. 1½c; photos \$1-85, Acc.

**Parents' Magazine**, 52 Vandenberg Ave., New York 11. (M-25) Articles on family relationship, child care, feeding the family; with menus and recipes, etc. 1800-2500. Mrs. Clara Savage Littlefield. Up to \$100 for articles, Acc.; shorts on childhood and teen-age problems \$2.50 each, Pub.

**Popular Gardening**, 141 E. 44th St., New York 17. (M-50) Practical gardening articles, successful gardening by young home owners, 1000, with photos. Paul F. Reese. 3c, Pub.

**Sunset** (Lane Pub. Co.), Menlo Park, Calif. (M-20) Largely staff-written. Purchases from West Coast contributors only. Western travel, Western home, Western food, Western crafts, how-to-do-it articles. Query. Walter L. Doty, Acc.

**Today's Baby**. See Baby Time, above.

**Today's Woman** (Fawcett), 67 W. 44th, New York 18. (M-25) Fiction and facts of interest to the young housewife 20-35 years of age. Articles 3000 or less; fiction, 1000-7000. Geraldine Rhoads Ed.; Harold Baron, Non-fiction Ed.; Eleanor Stierheim, Fiction Ed. Excellent rates, Acc.

**Vogue**, incorporating Vanity Fair (Conde Nast), 420 Lexington Ave., New York 17. (2M-50) Articles of interest to men and women, 1500-2000; photos. No poetry, no fiction. Jessica Daves. Good rates, Acc.

**Western Family**, 1300 N. Wilton Pl., Hollywood 28. (Semi-M) All types of light, romantic fiction to 2500; short shorts and well-illustrated how-to-do-it articles of interest to the homemaker, to 1000; two-part serials; verse; cartoons. Web Jones. 3c, Acc. Buys all rights. (Overbought on verse, cartoons.)

**Western Home**, 1213 H St., Sacramento 3, Calif. (Q) Chief need is for 50-60 word how-to-do-it fillers directed to housewife; material in with hardware items where possible. Seasonal items needed. 1c up, \$3 for photos, Acc.

**Woman**, The, 420 Lexington Ave., New York 17. (M-25) Sound, informative fact articles, 2000, of interest to women, with illustrative anecdotes, preferably written in narrative style. Theodore Irwin, Ed. Dir.; Madalynne Reuter, Ex. Ed. Good rates, Acc.

**Woman's Day**, 19 W. 44th St., New York 18. (M-5) Serious and humorous articles, 1800-2000; inspirational; how-to; fillers. Human interest and humorous type fiction, 2500-5000. Mabel Hill Souvaine, Ed.; Betty Finnin, Fict. Ed. Acc. no serials, no photos.

**Woman's Home Companion** (Crowell-Collier), 640 5th Ave., New York 19. (M-10) Women's and household interest. Articles, 2500-6000; short stories to 7000; novelettes 15,000; short novels to 25,000; serials to 50,000. Wm. A. E. Birnie, Ed.; Elliott Schryver, Fict. Ed. First-class rates, Acc.

**Woman's Life**, 227 E. 44th St., New York 17. (Q-25) A companion publication to *Your Life* and *Your Personality*, helpful, entertaining articles, 400-2500, on all phases of a woman's life. Douglas Lorton. Good rates, Acc.

### GENERAL ADVENTURE

(Also Special Classifications not Grouped Elsewhere.)

**Adventure Magazine** (Popular), 205 E. 42nd St., New York 17. (Bi-M-25) Distinctive adventure short stories; novelettes, fact stories. Action ballads, 50c per line. Ejler Jakobsson 2c up, Acc.

**Blue Book** (McCall), 230 Park Ave., New York 17. (M-25) Mystery, humor, and adventure short stories, novelettes; book length novels. Articles. Masculine slant. Donald Kennicot. Good rates, Acc.

**Jungle Stories** (Picton House), 130 W. 42nd St., New York 18. (Q-20) Adventure short stories of the African jungles. Jack O'Sullivan. 1c up, Acc.

**Short Stories**, 9 Rockefeller Plaza, New York 20. (M-25) Adventure, mystery action short stories up to 6000; novelettes 10,000-25,000; fillers 50-500. Dorothy McIlwraith. Good rates, Acc.

### DETECTIVE-CRIME-MYSTERY-GANGSTER

**Black Book Detective** (Thrilling), 10 E. 40th St., New York 16. (Q-20) Uses a 35,000-word lead novel featuring The Black Bat, written on assignment; several short fast-action detective-crime stories not over 5000. David X. Mannors. 1c up, Acc.

**Detective Tales** (Popular), 205 E. 42nd St., New York 17. (Bi-M-25) Emotional short stories, crime background, up to 5000; detective-mystery-menace novelettes 9000. Michael Tilden, Mng. Ed.; Everett H. Ormer, Ed. Good rates, Acc.

**Dime Detective** (Popular), 205 E. 42nd St., New York 17. (Bi-M-25) Mystery and action with emphasis on character and woman interest; short stories 1500-4000; novelettes 10-12,000. Harry Widmer. 1c up, Acc.

**Ellery Queen's Mystery Magazine** (Spivak), 570 Lexington Ave., New York 22. (M-35) Stories of detection, and/or crime, and/or mystery. No supernatural stories per se, although if a legitimate mystery, crime, or detective short story has supernatural or horror elements, O.K. Cartoons. No taboos, no angles editorially. "Ellery Queen." \$200 up for average length original short story. Acc. Uses reprints, 675 up.

**Famous Detective Stories** (Columbia Publications, Inc.-Double Action Group), 241 Church St., New York 13. (Q-25) Detective fiction stressing plot and characterization. Robt. W. Lowndes. 1½c, Acc.

**Five Detective Novels** (Thrilling), 10 E. 40th St., New York 16. (Bi-M-25) Novels 10,000-20,000; small market for stories to 5000. David X. Mannors. 1c, Acc.

**Giant Detective Magazine** (Thrilling), 10 E. 40th St., New York 16. (Bi-M-25) Detective and mystery stories. 1000-80,000. Well-written, cleverly handled crime problems. David X. Mannors. Good rates, Acc.

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**Big Book Western (Popular)**, 205 E. 42nd St., New York 17 (Bi-M-25). A few short stories 5000. Western novelettes 10,000. Western fact articles to 900. Harry Widmer. 1c, Acc.

**Complete Western Book Magazine (Stadium)**, 350 5th Ave., New York 1. (Bi-M-25) Western novels to 20,000. Robert O. Erisman. 1c up, Acc.

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**Masked Rider Western (Thrilling)**, 10 E. 40th St., New York 16. (Bi-M-20) Uses a 25,000-word lead novel featuring the Masked Rider, written by assignment; an 8000-word novelette, several short stories not over 6000. Emphasis on character and human interest. David X. Manners. 1c up, Acc.

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**Popular Western (Thrilling)**, 10 E. 40th St., New York 16 (Bi-M-25) Magazine rights to published novels; short stories to 5000. David X. Manners. 1c up, Acc.

**Raise Riders Western (Thrilling)**, 10 E. 40th St., New York 16 (Bi-M-20) Book-length novels on assignment; short stories 1000-6000; novelettes 7500-10,000. Morris O. Jones. 1c, Acc.

**Real Western Stories (Columbia Publications, Inc.—Double Action Group)**, 241 Church St., New York 13. (Bi-M-25) Same requirements as Famous Western.

**Rio Kid Western, The (Thrilling)**, 10 E. 40th St., New York 16. (Bi-M-20) Book-length novel on assignment. Pioneer and frontier short stories 1000-5000. James Hendry, Jr. 1c, Acc.

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**10 Story Western (Recreational)**, 205 E. 42nd St., New York 17. (Bi-M-25) Dramatic human-interest Western short stories up to 4000; novelettes 9000-11,000. Harry Widmer. 1c up, Acc.

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AUTHOR & JOURNALIST



**Thrilling Ranch Stories (Thrilling)**, 10 E. 40th St., New York 18. (Bi-M-25) Action Western short stories to 6000; novelettes, 8000-10,000, novels 20,000; masculine, girl interest. Panny Ellsworth. 1c up, Acc.

**Thrilling Western (Thrilling)**, 10 E. 40th St., New York 16. (Bi-M-25) Action-packed thrilling Western short stories, 1000-5000; novelettes 8000-10,000. Slight girl interest permissible. Morris O. Jones. 1c up, Acc.

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**Two Western-Action Books (Fiction House)**, 130 W. 42nd St., New York 18. Novels of Western action and romance, 40,000-50,000. Jack O'Sullivan. 1c, Acc.

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**Western Action (Columbia Publications, Inc.—Double Action Group)**, 241 Church St., New York. (Q-25) Same requirements as Double Action Western.

**Western Novels & Short Stories (Stadium)**, 350 5th Ave., New York 1. (Bi-M-25) Short stories 1000-6000; novels to 20,000. Robert O. Eriaman. 1c up, Acc.

**Western Short Stories (Stadium)**, 350 5th Ave., New York 1. (Bi-M-25) Stories 1000-6000. Robert O. Eriaman. 1c up, Acc.

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**Thrilling Sports (Thrilling)**, 10 E. 40th St., New York 16. (Q-25) Three: 8000-10,000-word novelettes; several shorts under 5000. All types of sports stories wanted; odd sports especially desirable. James B. Hendryx, Jr. 1c up, Acc.

#### SPORTS

**All-American Football Magazine (Fiction House)**, 130 W. 42nd St., New York 18. (Semi-annual-20) Short stories 3000-7000; novelettes 10,000-18,000; novels 17,000-25,000. Prefer story with collegiate background; girl interest welcome in novels and novelettes. Jack O'Sullivan. 1c up, Acc.

**Baseball Stories (Fiction House)**, 130 W. 42nd St., New York 18. (Twice yearly-20) Short stories, 3000-7000; novelettes, 8000-18,000. All with baseball theme. Jack O'Sullivan. 1½c up, Acc.

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**Popular Sports (Thrilling)**, 10 E. 40th St., New York 16. (Bi-M-25) 25,000-word lead novel and about baseball or football only; several short stories not over 5000; novelettes 8000-12,000. James B. Hendryx, Jr. 1c up, Acc.

**Sport (Macfadden)**, 205 E. 42nd St., New York 17. N. Y. M-25. Personality and behind-the-scenes features, controversial subjects of interest to sport fans. Baseball and boxing the year round. Other sports in season. Articles 2500-10,000 words. Payment from \$200 depending on length. Briefs for SPORTtalk department \$5-\$10. Ed Fitzgerald. Acc.

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**Thrilling Baseball (Thrilling)**, 10 E. 40th St., New York 16. (Seasonal-25) James B. Hendryx, Jr. 1c, Acc.

**Thrilling Football (Thrilling)**, 10 E. 40th St., New York 16. (Ann-25) Gridiron stories of women interest allowed. Short stories 1000-5000; novelettes 8000-10,000. James B. Hendryx, Jr. 1c up, Acc.

**Thrilling Sports (Thrilling)**, 10 E. 40th St., New York 16. (Q-25) Three: 8000-10,000-word novelettes; several shorts under 5000. All types of sports stories wanted; odd sports especially desirable. James B. Hendryx, Jr. 1c up, Acc.

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Fare (Columbia Publications, Inc.), 241 Church St., New York 13. Science fiction stories of all types, excluding fantasy. Novelettes 8000-12,000; stories to 5000. Robert Lowndes. 1c-1c, Acc.

Galaxy, 505 E. 14th St., New York 9. 3-part serials, 60-80,000; novelettes, 7500-15,000; stories to 6500; occasional general interest article to 3500, exclusively science-fiction slant. H. L. Gold. 3c up, \$100 minimum. Acc.

Imagination, 1426 Fowler Ave., Evanston, Ill. (Bi-M-35) (Editorial address for mss.: P.O. Box 230, Evanston, Ill.) Science-fiction, fantasy, and off-trail stories in those categories, 2000-30,000. Stories need human interest—now, in the past, or in the future—with problems that reader can understand and sympathize with. William L. Hamling. 1-3c. Acc.

Marvel Science Fiction (Stadium), 350 5th Ave., New York 1. (Q) Science fiction. All lengths to 18,000. Robert O. Eriaman. Up to 5c. Acc. Report in 10 days.

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Rangeland Love Stories (New Pubs.), 265 E. 42nd St., New York 17. (Bi-M-25) Stories 2000-4000; novelettes 8000-15,000. Woman's viewpoint preferred. Harry Widmer. 1c up. Acc.

AUTHOR & JOURNALIST

**Range and Romances (Popular)**, 205 E. 42nd St., New York 17. (BI-M-25) Emotional love short stories. Old West, woman's viewpoint; shorts 2000-4000; novelettes 8000-10,000. Harry Widmer. 1c. Acc.

**Real Western Romances (Columbia Pub. Inc.)**, 241 Church St., New York 13. (Q-25) Love stories of the Old West, with action element in background. Stress color and characterization. Short stories to 5000; novelettes 8000 to 12,000. Marie H. Park. 15c. Acc.

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#### ROMANTIC LOVE

**All-Story Love Magazine (Recreation)**, 205 E. 42nd St., New York 17. (BI-M-25) Publishes one strong, dramatic novelette, which must be motivated by love, but can combine elements of mystery and adventure with the love story. Short stories, 3000-8000. Some verse. Short stories in special demand. Louise Hauser. 1c. Acc.

**Exciting Love (Thrilling)**, 10 E. 46th St., New York 16. (Q-25) Lead novel, 25,000; short stories 1000-6000. Alex Samailman. 1c. Acc.

**Fifteen Love Stories (Popular)**, 205 E. 42nd St., New York 17. (BI-M-25) Romantic love stories. Novelettes up to 10,000; shorts 3500 to 5000. Peggy Graves. 1c min. Acc.

**Gay Love Stories (Columbia Publications, Inc.—Double Action Group)**, 241 Church St., New York 13. (BI-M-20) Third person love short stories. Marie A. Park. 15c. Acc.

**Ideal Love Stories (Columbia Publications, Inc.—Double Action Group)**, 241 Church St., New York 13. (Q-25) Third person love short stories. Marie A. Park. 15c. Acc.

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**Thrilling Love Magazine (Thrilling)**, 10 E. 40th St., New York 16. (BI-M-20) Love short stories 1000-5000; novelettes 8000-10,000; novels 15,000; girl's viewpoint. Alex Samailman. 1c up. Acc.

**Today's Love Stories (Columbia Pubs., Inc.)**, 241 Church St., New York 13. (BI-M-20) Short stories with strong love interest, 1000-4500; verse with love theme, 4-12 lines. Marie A. Park. 15c. Acc.

#### TRUE CONFESSION

**Actual Romances (Magazine Management Co.)**, 350 5th Ave., New York 1. (Q-25) First-person stories. Dan Merrin. (No late report.)

**Confessions (Hillman)**, 535 5th Ave., New York 17. Reprint material from Real Story and Real Romance.

**I Confess (Magazine Management Co.)**, 350 5th Ave., New York 1. (Q-25) First-person stories. Dan Merrin. (No late report.)

**Intimate Romances (Romance Pub. Co.)**, 395 Madison Ave., New York 17. (M-15) First-person stories of serious love conflict or problem situations with realistic, everyday characters 8000-8000; novels, 10,000-15,000. Florence J. Schetty. 3c up. Acc. (Report in 4 weeks.)

**Life Romances (Magazine Management Co.)**, 350 5th Ave., New York 1. (Q-15) First-person stories. Bessie Little. (No late report.)

**Modern Romances (Dell)**, 361 5th Ave., New York 16. (M-15) First-person real-life stories 5000-8000; novelettes 9000-12,000; book lengths 15,000-20,000; contests for cash prizes. Also short articles, 425-2000, dealing with parenthood, young mothers with small children, pregnancy, postnatal health and beauty problems. Articles carry by-lines. Hazel L. Berge. 4c. Acc.

**My Romance (Magazine Management Co.)**, 350 5th Ave., New York 1. (Q-15) First-person stories. Dan Merrin. (No late report.)

**Personal Romances (Ideal)**, 395 Madison Ave., New York 17. (M-15) First-person romances, young heroes and heroines, with strong emotional problems logically worked out, 1500-5000. Mrs. May C. Kelley. 3c and up. Acc.

**Real Romances (Hillman)**, 535 5th Ave., New York 17. (M-15) First-person short stories to 6500; novelettes 10-15,000; articles 500-1000; fillers. Written from viewpoint of both men and women. Mary Hollins. 3c. Acc.

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**Revealing Romances (Ace Mag.)**, 23 W. 47th St., New York 19. (M-15) Young first-person stories of courtship and marriage with strong reader identification. Stories must be up-to-date, deal with problems that hit home and reflect modern-day living, 2500-8000; novelettes, 10,000; articles and fillers, 300-1000; romantic verse to 30 lines. Rose Wynn. 3c up, verse 50c line. Acc.

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## Do You Need Talent?

[Continued from Page 9]

at its very best—and it matched strides with the Idea books.

On the stage, Tennessee Williams and Christopher Fry and Carson McCullers, all had recent long runs, and this is the most commercial of mediums.

My answer is, yes, it can still happen. In a recent article, in fact, I speculated on the meaning of the Henry Green success. Here is an *avant-garde* writer, with what would seem the most difficult style for readers accustomed to the aver-

### THE POET'S PEN

By JANE H. MERCHANT

Inert, the implement awaits  
The brief impulsive power,  
Imperative, that integrates  
The incoherent hour.

The instant, swift ability—  
Mortality deferred—  
Opposing to futility  
One bright, defiant word.

age literal idea stuff, and he reached a wide audience. Which seemed to me to fit exactly the tendency I'd long been noticing of comic magazines to use pulp-quality writing, of pulps to use more and more slick-bent material, of the slicks to publish actual literary stories.

There, indeed, perhaps lies the hope of Talent surviving—nay, finally even defeating—the Idea Wave. *The reading public is evidently growing up.* The Henry Green success may well, in fact, mark the turning point. Readers may be ripe for a change, for some quality in their fiction, and the Henry Green thing may well be significant. Quality fiction, in short, may be on the verge of becoming, for the first time, a profitable venture, even in the face of rising costs, for publishers.

Editors and publishers should at least keep the thought in mind as they thresh about for ways and means of finding more readers, of beating costs, of whipping the television threat. Some few, of course, have always put belief in talent above all else, not only as an ideal but as a practical measure. Some few believe that people are smarter than you think, and I like to count myself among these. In selecting stories for the string of pulp magazines I have edited for the past 13 years, I have always favored the writer who could do good characterizations over the man with clever plot ideas. And with the format of my books now becoming pocket size and thus aimed at a more mature taste than ever before, I will be looking more than ever for quality writing.

So to the Bright Person with Sensational Ideas I say, make hay while the sun shines, there is big money to be made in fiction, go get it!

But to the Serious Artist I say, take heart, keep working, hard, sincerely, honestly—your day may be about to dawn, but good.

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# Rodeo Lingo for Writers

By JEWELL CASEY of Texas

*Editor's note: This glossary is one of a series dealing with the special vocabularies of various occupations. If there is a specific field in which an authentic glossary would help you in your writing, let Author & Journalist know.*

**BICYCLING.** Scratching a pitching horse with first one foot and then the other.

**BLOWING THE STIRRUP.** Losing a stirrup, thereby becoming disqualified.

**BROOMTAIL.** A wild mare, or any horse not coming up to standard qualifications.

**BRONCO-BUSTER.** A cowboy who makes a profession of taming wild horses.

**BUCKAROO.** A cowboy, usually a young one.

**BUCKING, BUCK-JUMPING, PITCHING.** Methods used by wild horses in attempting to rid themselves of their riders.

**BULLDOGGING.** Wrestling a steer. Throwing a steer by the horns.

**CANTLE BOARDING.** A rider scratching the back of the cantle.

**CAVY.** The horses used by riders on a roundup.

**CHAPS.** Heavy leather leggings worn by cowboys as protection from cold, rain, and thorns.

**CHUCK WAGON.** Covered wagon used in roundups and on long trail drives to carry food and medical supplies for the roundup crew.

**COMMUNITY LOOP.** An unusually large loop thrown by an expert roper.

**CROW HOPS.** A term applied contemptuously to mild bucking.

**CUT OUT.** To get an animal out of the herd.

**DOG FALL.** Throwing a steer with his feet under him. (The throw is not "legal" unless the steer is on his side with all four feet out.)

**EATING GRAVEL.** Receiving a hard fall from a bucking bronc or steer.

**FOUR FOOTING.** Roping an animal by the feet in order to keep from being thrown.

**GRABBIN' THE APPLE.** Grabbing the saddle horn in order to keep from being thrown.

**HAZER.** Assistant to the bulldogger—he takes the bulldogger's horse after the bulldogger has jumped to the steer.

**HIGH ROLLER.** A horse that jumps as well as bucks.

**HOBBLED STIRRUPS.** Stirrups that are tied under the horse's belly.

**HOLLIHANGING.** Dropping on a steer's head and throwing him bodily without wrestling him down.

**HONDA.** The metal, bone, or rope ring through which the lasso slides to form a casting loop.

**LOGGERING.** Holding on to saddle horn.

**LINE RIDER.** One who patrols outlying sections of the range to turn back strays.

**JUGHEAD.** Foolish, undependable horse.

**MAIL ORDER COWBOY.** A tenderfoot in expensive cowboy regalia, without any range experience.

**MONTGOMERY WARD WOMAN.** Homely woman—one presumably "sent west on approval."

**MAN-KILLER.** A horse, even though it can be ridden, which never fails to strike at mounted or unmounted men if given opportunity.

**NOSE BAG.** A canvas bag which is strapped to the horse's head at feeding time.

**PEGGING.** When a bulldogger sticks steer's horn into ground.

**PEELING.** Riding an unusually rough horse.

**PET MAKERS.** Spurs.

**PILL ROLLER.** Physician.

**POTHOOKS.** Spurs.

**PULLING LEATHER.** Grasping the saddle while riding a wild horse.

**RIDING THE SHOWS.** "Making" all the nearby rodeos and competing for prize money.

**RIDING SLICK.** Riding without either locked spurs or tied stirrups.

**SCREWING DOWN.** Sinking spurs into the cinch while riding a bronc, and failing to scratch.

**SOUGAN.** Part of a cowboy's bedding equipment, something similar to a blanket.

**SPADE.** A Spanish bridle bit.

**SUN-FISHER.** A bronc that in bucking twists its body while in the air so that sunlight hits its belly.

**SWALLOWING HIS TAIL.** This is when a bronc does genuine bucking and no foolin'.

**TYING.** Throwing and tying a steer.

**TIGHT LEGGING.** When a rider clamps his legs against a bronc and fails to "scratch."

**WALKING BEAMING.** Seesaw motion of bucking horse when it comes down on all four feet.

**WATERHOLE.** A place where liquid refreshments may be had—usually a "sody-pop" stand.

**WRANGLING.** Rounding up, saddling, and riding range horses.

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